

Oregon Bill

To the Editor:

I wish to thank you for the information you sent me on December 21, relative to the merchandising situation in Kansas and Oklahoma.

The expected legislation to put the utilities out of merchandising was presented to our legislature now in session, in the form of three bills, two in the Senate and one in the House. The dealers, jobbers, manufacturers and utilities were a unit in opposition to these bills and through our efforts the bills were defeated, the House bill being withdrawn and the Senate bills being killed in the committee.

As one of the oldest dealers in the state I was very glad to present our side and in doing so had, with only a few exceptions, the support of the regular dealers all over the state.

The bills were sponsored by the Furniture Dealers Association and it seemed quite unfair to have one of the minor merchandising groups and what you would term "sideliners" get legislation through which would affect the whole dealer, jobber, manufacturer and utility group.

J. H. RALSTON,
Ralston Electric Supply Co.,
Albany, Oregon

"All through"

To whom it may concern:

Page 39, January 1933 issue. This is a lot of hokum.

Nobody has money to throw away.

As I am located about 50 feet away from above mentioned outfit and am not quite as dumb as I look, I'm all through with *Electrical Merchandising*.

L. S. SAGER,
Salem, Mass.

PS: Of course this was all a mistake. How about 90 per cent more of your TRUE stories. If I have any spare dollars I think I'll buy Western Stories or some other good reading.

Page 39, January 1933, *ELECTRICAL MERCHANDISING*, carried a brief account of the appliance operation of Almy, Bigelow & Washburn Co., 75 year old department store of Salem, Mass., The figures given came from the department manager and were in part confirmed by suppliers. One of these suppliers informs us that Harold P. Bull, department manager at Almy's, has done so successful a job that many buyers of other leading department stores in New England have called on him and copied his methods.—Ed.

(More letters on page 40)

Electrical Merchandising

Vol. 49

No. 3

Contents for March, 1933

Copyright, 1933, by McGraw-Hill Publishing Company, Inc.

<i>Death in the Kitchen</i>	By L. E. Moffatt	17
This Month—as the Editors See It		
<i>Legislation—Washer Prices—Range Renting—Dealer Sales</i>	L. E. M.	18
<i>Pacific Gas & Electric Sets Up New Distribution System</i>		22
<i>Hartford Power Co. Tries Renting Electric Ranges</i>		20
<i>ABC Features \$100 Washer</i>		20
<i>Men</i>		21
<i>Private Train</i>		21
<i>Anti-Merchandising Legislation in West</i>		22
<i>New York Gets Co-Operative Advertising</i>		23
<i>The Blue Pencil</i>	L. W.	23
<i>Appliances Are Different</i>	By Laurence Wray	24
Refrigeration		
<i>Refrigeration Bureau Announces Legion of Honor Contest</i>		27
<i>It's Becoming A Habit</i>		27
<i>New York Association To Promote Air Conditioning</i>		27
<i>No Job, But He Could Lay Hands On \$2,500</i>		31
<i>Test Campaign Shows Dealer Business Is There</i>	By D. M. Frank	32
The Month's Figures		
<i>Refrigeration Sales Pick Up</i>		35
<i>Central Stations: What and Where</i>		35
<i>December Burner Sales</i>		35
<i>Latest Cleaner Sales Figures</i>		35
<i>Washing Machine Sales</i>		35
<i>Appliance Exports, 1932</i>		35
Ranges		
<i>Philadelphia Dealer Sells 645 Ranges in 1932</i>		36
<i>New England Gets Going On Range Program</i>		37
<i>The Test of Cookery Lessons</i>		37
<i>Are You Having Trouble With Your Collections?</i>	By T. F. Blackburn	38
<i>Letters</i>		40
<i>Round the Electrical Map</i>		41
<i>Review of New Products</i>		45

L. E. MOFFATT Editor

LAURENCE WRAY
Assistant Editor

ARTHUR P. HIROSE
Market Analysis Editor

HARRY PHILLIPS
Art Director

O. H. CALDWELL
Contributing Editor

EARL WHITEHORNE
Contributing Editor

WM. A. CYR
Pacific Coast Editor

M. E. HERRING

Publishing Director

McGraw-Hill Publishing Company, Inc., 330 West 42d Street, New York, N. Y.

Branch offices: 520 North Michigan Ave., Chicago; 883 Mission St., San Francisco; Aldwych House, Aldwych, London, W. C. 2; Washington; Philadelphia; Cleveland; Detroit; St. Louis; Boston; Greenville, S. C.; Los Angeles. James H. McGraw, Chairman of the Board; Malcolm Muir, President; James H. McGraw, Jr., Vice-President and Treasurer; Mason Britton, Vice-President; Edgar Kobak, Vice-President; H. C. Parmelee, Vice-President and Editorial Director; Harold W. McGraw, Vice-President; C. H. Thompson, Secretary.

MAYTAG BUSINESS

for things

FACT 1

FACT 2

FACT 3

FACT 4

**\$10,000,000
IN MAYTAG
ADVERTISING**

Maytag advertising, year after year—today, too, as always—is creating business for Maytag dealers. A consistent campaign for the last ten years, not equalled by any other washer manufacturer. Some of the buyers of today have been sold on Maytags, through advertising, since they were youngsters. The buyers of tomorrow and the years to come are being sold on Maytags now.

**5,500,000
MAYTAG HOME
DEMONSTRATIONS**

Nearly 40% of the housewives who have had Maytags demonstrated, bought them. Of those that didn't buy, for one reason or another, many represent a profitable market today. Time and comparison of results and service have served to create a desire for Maytag. In addition to these housewives, about 9,000,000 others are prospects. They know Maytag, and a large percentage can be sold.

**2,000,000
MAYTAG
ALUMINUM WASHERS**

Think of it. During the last ten years more than 2,000,000 housewives have bought Maytag Aluminum Washers (the world's finest), in addition to other Maytag models, in preference to any other make. These millions of satisfied owners are helping to create new sales markets among their friends and relatives for the washer that is the measure of value throughout the world—the Maytag.

**WASHER MARKET
NOT
SATURATED**

Of 20,000,000 wired homes, 12,000,000 do not have washers. Thousands of new homes are being wired annually. Each year 1,000,000 brides begin housekeeping. In addition to this market, the replacement market for even ten-year-old washers is growing faster than the industry is selling new washers. Saturation is further away now than it was two years ago. The Maytag dealer can get his share of this business—and at a profit.

MARCH, 1933

Electrical Merchandising

Established 1916

McGraw-Hill Publishing Company, Inc.

L. E. MOFFATT,
Editor

Death in the KITCHEN

PACIFISTS shudder at the use of poison gas in war. But what about poison gas in peace? Is the victim of gas any deader on the battlefield than on the kitchen floor? The question is raised because, in recently published statistics of the gas industry, no reference is made to the number of people killed from the hazard of the domestic gas range. This silence on the part of the gas industry is not difficult to understand. If the public knew the potential danger they might not be satisfied to use the unprotected and unsafe gas range, no matter how cheaply they can buy it.

As an illustration of what the public do not know, here are some figures from the Department of Health of the City of New York: In 1932 the number of deaths caused by illuminating gas poisoning (exclusive of suicides) was 279; the same department records 1,184 deaths from automobile accidents, giving deaths from accidental gas poisoning a score of 23.5 per cent as compared with the motor car and truck. In Chicago and Cook County, the year 1932 saw 94 deaths from gas which the coroner's office classified as accidental and undetermined; a good record as compared to some other years: in 1928 there were 205 deaths under the same classifications; the eleven years since 1921 pile up a total for Chicago and Cook County of 2,101 accidental and undetermined deaths from domestic gas. In the city on the lake it has been safer to go swimming than to sit in the kitchen—the coroner reports 1,940 deaths from drowning in the same eleven-year period.

NOW the electrical industry has always leaned over backwards in avoiding what is called "negative selling" and the harsher phases of competition with its rival for cooking load. It has come to be a mark of good manners in an electrical man not to mention the dangers in the use of gas. Realizing that this is a painful subject, there has been a virtual conspiracy of silence.

And the result is that the public has not been warned. There has been no publicity and consequently no pressure to develop safeguards for gas ranges.

Four years ago a few deaths in Chicago from refrigerating gases in defective multiple systems was national front page news. Action was quick to prevent any more such accidents. But gas range deaths are seemingly too old and familiar a story.

I WANT to make here a public confession. Sitting in on discussions of electric range advertising and promotion when it has been agreed that it would be better not to stress the safety of electricity and the danger of gas, I have not dissented from that point of view. I accepted the prevailing sentiment that we should spare the feelings of the gas men, although in the electric range campaign we are making a polite attack on their incomes.

But in the face of the figures quoted above such an attitude can only be characterized as cowardly complacency.

The gas range should be publicly branded as dangerous.

I am hoping to see some electrical man have guts enough to agitate for a safety first campaign in the home.



EDITOR

This Month *as the Editors*

LEGISLATION — WASHER PRICES RANGE RENTING—DEALER SALES

High-Spots from an Editorial Junket

ANTI-MERCHANDISING legislation will fail—electrical dealer sentiment has veered in favor of the power companies—washer prices have hit bottom and have no place to go but up—dealers are giving up outside selling—wide use of reconditioned washers as bait—utilities are on the fence about range renting—vacuum cleaner prices and sales holding up through active sales pressure—Sears Roebuck to promote new model cleaner by specialty methods—overstocks and reverts add a dark note to the refrigeration picture. These are some of the merchandising high spots noted by the writer on a recent trip from New York into the middle west.

The Utility Situation

FROM all the signs it looks now as though the anti-merchandising bills pending in a number of states will not be passed. I base my opinion on conversations with a large number of dealers in Missouri, Illinois, Wisconsin, where such bills are now pending. The dealers were men connected with the electrical industry. Hardware dealers are about as anti-utility as in the past, and so are the furniture dealers. But there is a very marked growth of sentiment on the part of electrical dealers, contractor-dealers and contractors that they have important interests in common with the power companies; that the power companies, operating under the policies now in effect are a helpful influence to the dealers' continuance in the electrical appliance business. The electrical dealer trade has quarreled with the power companies in the past, but it has always recognized that after all it was a family quarrel. The fight being taken up by the neighbors, as it were,

members of the electrical family are now more inclined to fight for the power companies than against them. There has been, of course, a very considerable change in power company policy and point of view within the last year. Cooperative measures widely adopted, are bearing their fruit in improved dealer relations. But a more important factor has been that the smaller dealer has come to recognize that he knew little about competition. He is now receiving a series of object lessons from the mail order chain stores and the department and furniture stores. This competition has come chiefly on washing machines and hardly less on refrigerators.

Washers, the Old Standby

THE washing machine has been and still is the appliance that the dealer has depended on for sales and profits. It is an old standby. And while in years past he has registered hearty kicks against power company campaigns on washing machines, he always managed to get his share of washing machine business. In those campaigns there was a lot of advertising ballyhoo, and sometimes premiums, but the price was maintained. Last year, however, department stores and mail order chains used washing machines as leaders, and the price has successively gone to lower and lower levels where the dealer finds it hard to do business. The power companies on the other hand, have given a good example of price policy maintenance with washing machines, and refrigerators as well as other items. They have stayed in the higher price levels, and have done a consistent advertising job.

Washer Prices Discourage Canvassing

ONE hopeful element about present washer prices is that they must surely have touched bottom. When washer prices get down to a \$25 wholesale basis, there seems no place for them to go but up. And there are indications that that is the direction in which they are going. Many washer manufacturers are bringing out new models in the higher price levels and concentrating their major activity on these new higher priced washers. This move is welcomed on the part of the dealers. Many, if not most dealers have given up outside selling. Not only the dealer but his sales force has become very greatly discouraged attempting to sell washers from house-to-house and being met with cut price washer advertising. The dealer is now demanding a specialty washer for which he can get a higher price and which is not being featured as bait in downtown stores. In the meantime, there is a greatly increased use by dealers of re-conditioned washers as bait. They are advertising used washers in the classified columns. They are also holding special washer sales, offering well-known makes of reconditioned washers at very low prices. It would appear that nothing short of the fire department can get these washers off the dealer's floor. A customer is traded up by the dealer (when he can) to a washer that he wants to sell her. This is pretty hard work, and doesn't always make its objective, but it is a stimulating course in salesmanship. Some of these dealers and their salesmen are far keener salesmen than they used to be, and will turn in larger sales and more profits on house-to-house work when they get back to it.

Will Ranges Be Rented?

RANGE sales seem to drag along without showing any improvement. Utilities have been rather slow in planning campaigns, and the dealers are for one reason and another not yet in their stride in marketing ranges. A good many of them give the excuse that conditions aren't right. The real reason

See *IT*

is, I think, that they just haven't yet gotten the sales approach on ranges, and are not sufficiently convinced on the profit side of selling ranges.

Because of the slowness with which the range market is developing, a number of utilities are becoming more and more interested in the matter of renting ranges. The Hartford experience reported on page 20 of this issue of *Electrical Merchandising* is having some influence. Utilities could undoubtedly show a return which would justify the investment in range renting. However, most of the power companies are very much on the fence on this particular proposal. They see it as a practice which would in all probability gum up their trade relations which are becoming more and more friendly. Therefore, they are going to be pretty slow in going into any range renting proposition unless there is a sufficient place in this picture for the dealers.

Small municipal plants on the other hand may take up the practice. Municipal plants do not bother about the dealer relations problem. They can and do assume a point of view toward the dealer that would create endless trouble and difficulty for the franchised utility.

Vacuum Cleaners Gaining

THE vacuum cleaner is putting on a rather surprising performance. Surprising, especially, when compared to the washing machine. Our last year's reported figure on average price of vacuum cleaners sales was set at \$40 per cleaner. More recent advices which would tend to revise the average price up to between \$45 and \$50. The average retail price of a washing machine last year was around \$59. The comparison poses a problem for those people who hold that all prices must be made as low as possible and based on actual manufacturing cost of the product without a sufficient margin for sales cost. It is obvious that a vacuum cleaner costs less to make than a washing machine. But cleaner manufacturers still believe in the door-bell method of selling goods.

I talked to a salesman who had made the best record in the month in the Airway organization. He claimed to have sold 91 cleaners during a 30-day period, and he had some evidence to show that his statement was exact. Everybody knows that the Airway cleaner sells at a high price, and this salesman had knocked over 91 sales in a month. I talked to several Hoover salesmen and learned that they too were being productively active. On the other hand, over the counter sales of vacuum cleaners were not sufficient to cause any great excitement. It is perfectly plain that cleaners are being sold the way they have always been sold—by hard work and door-bell ringing. We hear a good deal about the revolt of the housewife who is tired of having her door bell punched, but we have heard that same story continuously for the last 10 years. Perhaps she is tired of having the door bell rung, but just the same, the organizations that are selling the high priced washing machines, cleaners and refrigerators are doing it by these methods. Maytag dealers are selling Maytag washers by the old methods. And although the Maytag volume last year was down from former years, it still was a substantial proportion of the total washer business.

Sears Going After Cleaners

WHILE we are on the subject of vacuum cleaners, there is an important rumor to the effect that Sears Roebuck are going after cleaner business and going after it through specialty methods. They have developed a new cleaner which is a brush type cleaner, very much like the Hoover of 5 or 6 years ago. A new demonstration table is furnished for each Sears store. The top price, it is reported, will be around \$39.50. There will be store demonstrations with home follow-up on leads. In some large centers, Chicago first, there will be a resale activity patterned after Hoover, with the sales force working independent of store management. Sears have done a big washing machine job, and if we can believe what we hear, are

going to inject a new competitive element in the cleaner field.

Reverts Slow Up Refrigeration

REFRIGERATION is having a seasonal slow-down and much business is being done on reverted units. There is some evidence of overstock also in the refrigeration picture which threatens price stability during the Spring season. Reverts on washing machines have been fairly well cleaned out during the last year. I found no such revert washer stocks as was the case six months ago. There are considerable revert stocks on refrigerators, however, which distributors and dealers are working to clean up before the early summer season opens.

Heating Appliances Down

HEATING appliance business is in the doldrums, volume is mainly in the cheap appliances being offered by drug and department stores. Utilities are displaying and advertising heating appliances and are doing some business. This is the backbone of the remaining business in the higher priced lines. St. Louis has been putting on a cooperative iron activity between the utility and dealers which has promoted the sales of better appliances in that area. As a contradiction to the marketers who hold that heating appliances have become staples and must necessarily be sold on a cheap bargain basis, Commonwealth Edison Company recently disposed of a large quantity of irons at regular prices through their house-to-house wagon crews. Lamp business is not dead either with this company. An excellent floor lamp, giving both direct and indirect lighting, has been a real success in the showrooms of Commonwealth Edison in recent months. Some 4,600 were disposed of at a price a little under \$15.

Things Look Brighter for Spring

GENERALLY speaking the appliance picture as spring comes into sight has a number of hopeful elements in it. Anti-utility merchandising will be disposed of and the power companies can then turn their attention to sales planning and cooperative promotion. Washing machine prices may or may not go up from their present levels, but there will be greater tendency to push higher priced washers, as everybody has now discovered that there is no profit in the lower priced machines. Given the promise of the return of the washing machine at higher prices, dealers will go back to work with their selling technique sharpened and developed after a year or two of hard trading and keen buying on the part of the public. Even now, the dealer that is going out and ringing a few door bells every day is learning that there is still business and still profits in the old house-to-house route.

L.E.M.



134 people waited to rent a range the first morning. More were rented in a week than were sold all the year before?

HARTFORD POWER COMPANY TRIES RENTING ELECTRIC RANGES

*Free wiring plus 30-cents-a-week renting charge put 355
ranges on the lines in less than a week*

HARTFORD housewives and husbands, munching their toast at breakfast last February 1, were startled when they opened their copy of the morning paper to find an ad of the Hartford Electric Light Company, blazoned across two pages, with the message: "Rent an Electric Range for 30 Cents a Week." Further, the ad offered free installation of rented electric ranges to the first 500 applicants. Applicants for ranges might be included among the first five hundred by writing or calling at the power company offices and registering their name, personal applications being given preference.

Perhaps, not even the power company could have anticipated the response that first announcement was to have. Before 9 o'clock that morning, a line had formed outside the offices of the Hartford Electric Light Company; before the office had been open an hour, 134 personal applications for ranges had been received. By noon, Saturday, February 4, a total of 355 electric ranges had been rented! These figures seem all the more surprising in light of the fact that all Hartford's range sales in 1932, utility and dealer, amounted to 300.

Nor, in the range rental plan, were the dealers left out. At a meeting of about 50 independent dealers, the plan was outlined. The special range used in the campaign, the "Hartford," a four-burner, table-top, automatic range made by Electromaster, Inc., Detroit, was made available to all dealers desiring to tie in with the power company plan. The special campaign range, it was stipulated, was not to be sold. During

the period of the free installation offer, dealers were to receive a nominal commission for signing rental applications; later the commission was to be increased.

Many took advantage of the opportunity to cash in on some immediate business and included the "Hartford" range in their stock. Dealers were, of course, encouraged to take advantage of the range promotion and do a selling job on their regular ranges. That the promotion was valuable, is evidenced by the fact that the dealers accounted for 40 additional range sales during the first few days of the rental offer. The ranges they sold came in on the free installation offer.

In many ways, the Hartford Electric Light Company were not unaware of the interest their announcement would create. They had had previous experience two years before with offers of free installation, designed, according to R. D. Cutler, vice-president, to establish a definite public acceptance and saturation in Hartford for the electric range. Their efforts have met with some success: 4,000 of their 55,000 domestic customers were cooking electrically before the announcement of the rental offer. The company, too, is of the opinion that the rental offer will prove valuable to offset the natural decline in regular range sales due to depressed business conditions. It is a useful device, they feel, to add immediate revenue, the rental receipts alone (30 cents a week added to the customer's lighting bill) paying for the range over a four-year period. During that same four-year period when the cost of the range

is being liquidated, the revenue accruing to the company will amount, for those first 355 ranges sold, to \$56,000.

Before the plan was announced to the public it was given a try-out among company employees. The offer was made on December 14 and by January 23d 43 employees had rented ranges and 16 more were immediate prospects. The rental plan alone, among employees, resulted in more than 10 per cent saturation of employee meters.

ABC FEATURES

\$100 WASHER

RECOGNITION of present dealer needs in the way of profits, especially on the old dealer standby—washers, brings in a letter to the editor, a most interesting policy statement from Silas Altorfer. Mr. Altorfer says:

"Because we feel that distributors and dealers must have more margin to work on in order to sell washers, Altorfer Bros. Company will concentrate their sales effort this year on the new ABC Model 66 Washer which retails at \$100.

"Every price reduction that has been made in the washing machine industry within the last two years has brought a flood of sales to dealers temporarily—as soon as the "kick" wore off of the new price, sales immediately dropped. Prices have reached such low levels that dealers and distributors cannot afford to do any outside selling or market building. This industry was built by selling door to door and a market for washers created as a result. Price reductions in the past two years have simply served to sell those people whose desire for washers was created by the specialty organizations of the past. Liquidating a market cannot go on forever, and we feel the time has come

when outside selling must be resumed.

"During these days of hard-to-get business and profits that come harder still, many appliance dealers have gotten off the beaten path of good, sound, old-fashioned merchandising. Quality in most cases has been subordinated to price, and the term good value has been interpreted to mean bargain. We appreciate the fact that it is difficult in this market, when the public is demanding more for its money, for a dealer to step up sales unless the product he is selling offers the housewife new and outstanding practical features. However, we are confident that the public is beginning to appreciate the necessity of buying quality rather than price."

The \$100 washer to be featured by ABC offers, according to Mr. Altorfer's letter, just such new features and lays special sales emphasis on a new type wringer. He points out the practical sales value of this in stating that "it has been our experience that most washing machine salesmen at the point of sale demonstrate and sell the wringer." That goes along with our own observation, and it is gratifying to learn that the dealer reaction to the new product and price is very encouraging.

MEN

Fleming. Herbert E. Fleming, formerly vice-president and general manager of the Conover Company, Chicago, Ill., manufacturers of household electric dishwashers, has been elected president of the company, succeeding E. D. Watt who continues as vice-president.

White. W. T. White has been advanced to the position of general sales manager of the Horton Manufacturing Company, Fort Wayne, Ind., washer and ironer makers, according to an announcement by A. H. Peters, general manager of the company.

Cheney. Joseph M. Cheney, for ten years vice-president in charge of sales for Ditto Inc., has joined the Hurley Machine Company, Chicago, manufacturers of washers and ironers, as head of the Air-Conditioning Division.

Dodge. William W. Dodge, former managing editor of *American Machinist* and *Product Engineering* (McGraw-Hill) has resigned to act as advisor on product design and as eastern business representative of three well-known industrial artists: Joseph Sinel, Lucian Bernhard and Helen Dryden.

Black. Robert D. Black has been appointed sales manager of the Black & Decker Manufacturing Company, Baltimore, according to an announcement by S. Duncan Black, president.

PRIVATE TRAIN

The General Electric Kitchen Travels in Style With the Movie Stars

PRESIDENTS and important public men have had their private cars, but railroad history affords few examples, outside of the circuses, of a company sponsoring a private train. General Electric have just done it—the latest of many brilliant stunts to focus public attention on the General Electric Kitchen. We told you last month of the Kitchen that Rex Cole smashed into the center of the Pennsylvania Hotel lobby. Well, the train has got that one stopped. And such a train! But here's the story:

Warner Brothers have a new picture coming to Broadway. It's called "42nd Street" and is 1933's "Grand Hotel." Full of stars: William Powell, Bebe Daniels, James Cagney, Joe E. Brown, Loretta Young, Guy Kibbee, Evelyn Knapp, Mary Brian, Alic White, Laura La Plante. No, wait a minute; maybe they're not all in the picture—a lot of them are—but they're all going to be on the train. And in addition, perhaps, George Brent and Bette Davis if the others aren't enough. The other stars will be Walter J. Daily, sales promotion manager for GE's refrigeration and specialty departments; some high-class admen and editors; governors and mayors of the towns and cities through

which the train will pass; and the General Electric Kitchen. When the train hits a city, movie stars will parade from the depot to GE showrooms and from there to radio stations. Not a trick is being missed. It will cross the country in a blaze of light, its exterior painted in gold and silver and floodlighted—first time, they say, its ever been done. It will have a replica of Malibu Beach with palm trees and sunlamps and all the rest. It will have searchlights playing on the night sky and Hollywood lights in the baggage car. In other words, it will be as hard to miss as a Jumbo elephant at a kid's three cent corner circus.

April 3, according to plans announced during the recent sixth annual sales convention of GE distributors at Cleveland, a nine-weeks national sales campaign will get under way with one of the most aggressive ad and promotion campaigns so far planned by GE. The trans-continental train is just a starter for what GE officials think will be a big spring. In the words of T. K. Quinn, vice-president, who addressed the convention: "There will be an upward trend in the spring. The forces of repair and reconstruction are quietly at work now." That simple, unqualified statement is indicative of the faith with which one great company in this industry is preparing to do business at the old stand.



GETTING IN THE LAST WORD

HUSBANDS and wives out radio shopping in Chicago now have the chance to compare the quality of console vs. midget by a medium with which both of them are familiar—their own voices. Friend Husband steps into a closed booth, speaks through a microphone. A modulated oscillator circuit,

shielded, feeds the impulse into the radio via the antenna post. The listener hears the voice precisely as it would come over a broadcast. By switching from console to midget the dealer is able to contrast the effect. The Newark Electric Company in Chicago gave a demonstration before service men.

PACIFIC GAS & ELECTRIC SETS UP NEW APPLIANCE DISTRIBUTION SYSTEM

Assigns Definite Territories for Particular Appliances

A NEW deal in appliance distribution for its territory was announced by Pacific Gas and Electric Company's R. E. Fisher, vice president in charge of public relations and sales, effective not March 4, but March 1. After shuffling the lines of appliances listed in its salesmen's price book, definite territories were assigned to certain makes of appliances for their exclusive utility effort and support.

Listed Various Makes

"In order to understand our problem and our reasons for the new plan," said general sales manager Hugh Crawford, "you have to appreciate that for years we have been working upon a cooperative merchandising plan. We have not limited our sales to a single make of range, water heater, or lighting equipment, but have listed in our price book all of those we had an opportunity to test and which were found to meet our requirements.

"Unfortunately our price book became a symbol of utility acceptance of an appliance, something we had no idea in doing. If an appliance was listed it was taken as approved by us; if not, the manufacturer felt slighted.

"Gradually a situation has arisen which has been complicated for us and expensive for the manufacturer. Every division has become the focus for manufacturer's intensive sales effort upon salesmen, and every salesman became in effect a purchasing agent, in that he was led to favor those who expended the most effort upon him. Salesmen sometimes were spoiled and in all cases diverted from their chief business, selling, by the constant attention thought necessary by the manufacturers' men. They were confused by the conflicting features of all the ranges or other appliances they were urged to sell.

Costly to Manufacturers

"To the manufacturers this intensive cultivation was very costly, required lots of traveling, entertaining, and spread their efforts too thin over too great an area. Moreover it caused them to neglect dealer outlets in many territories for fear of displeasing company salesmen, and thus tended to nullify one of our chief policies of cooperative effort. It required too large an outlay of stock to make a display in all of the offices, and tended to fill division displays with console models of all ranges, and no variety of choice or price range."

Factors considered in selecting the appliances for the allotted territories, or of allotting certain divisions to certain manufacturers, in which territories company salesmen will sell no other make of appliance, were derived from past experience with the appliance and its manufacturer. Preference was given to appliances manufactured in northern California—a factor influencing electric heater choice, but so far no ranges. Reputation of the manufacturer or distributor, public acceptance established for the product, financial stability, completeness of the line, and resources for future development, ranked first. Standards of quality, salability, manufacture's guarantee, reliability in service, were next considered. The cooperative effort of the manufacturer in supporting company load building programs, was next. The volume of sales of the appliance in the territory in the past was a vital factor. Retail prices offered, and cost to the company, are new factors, and the maintenance of the retail price is necessary.

Encourages New Dealers

To the manufacturer the company lists several distinct advantages. The plan should reduce the selling costs of manufacturers and distributors, permitting them to devote effort to develop dealer outlets in territories where the P. G. and E. Co. does not sell their particular appliance. The fact that the company may sell it in another division gives company endorsement to the product when handled by a dealer. The plan encourages manufacturers to open more effective dealerships even in the territory in which the company does sell their appliance, since company salesmen no longer have choice of other makes. Discrimination of manufacturers in helping either salesman or dealer is eliminated. The company's advertising program aids the dealer to benefit from a dealership, on the other hand.

The plan permits the manufacturer to concentrate his efforts in advertising, cooking schools, and other sales aids to exclusive territory. It permits a full line of models on display rather than the same price range model of several makes. It conserves stock on display. Likewise it conserves on maintenance; the service department of the utility being able to concentrate on repair stock. The company salesmen are enabled to concentrate on one make of range or water heater, learn it thoroughly and sell it more effectively.



"Get those roses off my desk before they take my picture," E. A. Edkins, head of The Electric Shop of the Commonwealth Edison Company, told Gardiner Howland, when he celebrated his fortieth anniversary with the company.

E. A. EDKINS CELEBRATES 40TH MILESTONE WITH COMMONWEALTH EDISON

WEARING a wrist watch given him at a banquet the night before, E. A. Edkins started February 2 on his second forty years with the Commonwealth Edison Company.

"I was on my way to Japan when I happened to get this job," he told *Electrical Merchandising*. "I had been a reporter on the New York Sun, a peddler up in Connecticut, and was holding down a desk with the Big Four Railroad in Cincinnati when a frisky companion of mine whose girl had thrown him over, suggested that we tour Japan. An aunt in California would supply the cash, he promised. Chicago was just a stopping point for me en route to San Francisco, but I came down with malaria. When I recovered my opportunities to see the Orient were gone, and I took a job with the old Edison Company. I have been at it ever since."

ANTI-MERCHANDISING LEGISLATION IN THE WEST

LEGISLATURES of far western states, desperate for new sources of taxes rather than face reductions in state expenditures, are messing around with utilities, regulation, energy taxes, and flirting with anti-merchandising legislation.

Idaho legislature just doubled the kilowatt-hour tax, thus adding to the white man's burden of selling not a little. Under stress of the times and the taxes Idaho Power Company's percent of cooking saturation, highest in the

nation, dropped a little from 49.3 to 45.6. Sales Manager L. W. Brainard held the lines mighty well. "It is impossible to estimate the volume of business that would have been lost but for the activities of the sales organization," said he, and with face resolutely set into 1933 added, "We have born in mind the importance, greater than ever, of securing every dollar of additional revenue that can be had on a profitable basis."

Several companies operating in the northwest have been hesitant to announce programs for 1933 on account of pending anti-merchandising legislation. So far there had been no such measures submitted to a busy California legislature before its recess.

Oregon Rejects

Anti-utility merchandising bills, introduced in the Oregon state senate, were heard before the Industries Committee, Feb. 7, and died there as it was officially announced a few days later. One bill would have prohibited electric and gas utilities from engaging in any sort of merchandising activity while the other proposed such drastic accounting regulations that no utility company could have conducted any merchandising or promotional activity under it.

Appearing before the committee hearing in opposition to these measures was the united front of those engaged strictly in the electrical business as jobbers, contractors, dealers, manufacturers and utility men. Beside the various individuals from these branches of the industry who told what effect this legislation would have on their own individual businesses, a number of organizations including the Portland Jobbers' association, the Oregon Electragists, the Portland Electric Club, the Oregon Manufacturers' Association and others presented resolutions of protest. George E. Boring, Portland manager, General Electric Supply Corporation, acted as chairman for this side of the case, calling on the individuals and organizations in turn for their presentation. Some of the speakers were: S. G. Ward, Graybar Electric Company, Portland; R. J. Moore, Yamhill Electric Company, Newberg; Glenn L. Jackson, The California Oregon Power Company, Medford; Joe Ralston, electrical contractor of Eugene, and state president of the Oregon Association of Contractor-Dealers; T. W. Mellon, The Wesix Company, Seattle; and D. G. Orput of King and Orput, Westinghouse appliance dealers, Portland.

It was learned that the committee gathered from this presentation that the proposed legislation was of a discriminatory character, seeking a trade advantage for one class of dealers to the detriment of many other businesses, and that the public interest was largely on the side of utility merchandising and promotion through its effect on lowering costs per kilowatt-hour and reducing rates.

NEW YORK GETS CO-OP ADVERTISING

THE spread of the cooperative advertising idea has gained a strong adherent in the announced plans of the New York Edison System.

To help electrical dealers and department stores to tie in and benefit from their advertising, the System companies have announced their monthly schedules of appliance, lighting and wiring advertising for the year. The schedule is broken down for every month in the year and proposed advertising is classi-

fied under newspapers, Wall Street papers, Real estate magazines. Thus, in January health lamps and lighting, both office and residential were featured; in February, lighting and therapeutic appliances, in March, lighting and kitchen mixers; in April, lighting, air conditioning, vacuum cleaners and refrigerators; in May, air conditioning, washers and ironers.

All the ads carry, in bold type, the words "Electric appliances are sold by Electrical Dealers and by many Department Stores and Hardware Stores. Below, in small type, appears the names of the member companies of the New York Edison System.

THE BLUE PENCIL

WALTER CONLON, president of Conlon Corp. has a new one—he's going to offer to rebuild any of their washers and ironers for the next 15 years for \$15 a piece. "We've sold \$34,000,000 worth," he says, "and did \$11,000 in repair part business in '32; \$6,000 of this was for parts for cylinder washers—discontinued 7 years ago" . . . shows they do last . . . the replacement market is really there . . . and talking of saturation . . . Jim Stafford down at Georgia Power is feeling blue about their iron campaign . . . quota is 2,000 of which 600 should have been sold by now . . . 325 have been jimmied into customer's homes . . . "Sure, everybody's got an iron," says Jim, "But they haven't got one as good as this" . . . and cleaners . . . Cleveland's Electric "Leaguer" reports that P. W. Conrad, mgr. Premier's Ohio division, rolled up 322 per cent gain in January, '33 over January, '32 . . . maybe we've gone round that corner without even knowing it . . . one reason for the increase, says Conrad, was more and better salesmen . . . something this business has never been able to do without . . . at that, cleaners may be in a come-back . . . Kresge's in Newark says they are doing better than any other appliance . . . but the salesman has got to have an incentive . . . in Detroit recently 20 of the crack persuaders of the Kelvinator outfit were dined by president George Mason and given gold watches . . . when they were there Bill Comstock, Michigan's bank-closing governor wired them—"It is to the salesmen of the country that America must look for leadership back to prosperity."

Then the National Industrial Conference Board had to tell us that the

U. S. national income in 1932 declined approximately 53 per cent since 1929. That ain't all . . . for some of us it declined 100 per cent . . . let's be cheerful . . . from Hartford comes the story that people waited in line outside the power company office to get electric ranges . . . the story is on page 20 . . . GE has built a new low-pressure rotary machine, a new monitor-top and all and has smacked down the price of the conventional-type junior to \$99.50 . . . looks like they are taking the price-cutting leadership away from Frigidaire . . . Leonard is selling so many refrigerators they decided to crash the water-cooler market . . . Johnson Motor Company, who made outboard motor-boating the rage, are bringing out a refrigerator . . . the company will be called Jomoco . . . so they say . . .

Design is coming into the headlines . . . Norge, Copeland and Grunow started something in refrigerators . . . Herman Price of Sears thinks there ought to be something done about washers . . . it's being done . . . for Sears . . . all controls grouped on a "dashboard" . . . Nebraska U. are studying washers, too . . . McCall's Feb. issue has an article about it "Clothes Lines on the Campus."

And now that repeal seems a reality and the problem has been deposited in the lap of the states we can begin thinking about beer again . . . we never really stopped thinking about it, of course . . . the refrigerator manufacturers ought to be doing the heaviest thinking . . . now they have an opportunity to get into the market with refrigerating equipment for bars . . . it's just another one of those business-creating things.—L. W.



E. M. BACHARACH
Manager, Electrical Appliance
Department,
Kresge's Department Store,
Newark, N. J.

KRESGE'S IN NEWARK *dispense with traditional de- partment store promotion and apply specialty methods to* APPLIANCE BUSINESS



APPLIANCES

"IN THE business of selling electrical appliances, the most important thing a department store must keep in mind is that electrical goods have been and always will be specialty devices requiring specialty sales methods. The policies that held good when department stores were in the piece goods business—selling restrictions, house policies, over-the-counter rules, and even such regulations as may well apply to some other type of merchandise—must be dispensed with. Specialty appliances require specialty methods, and providing the men in charge of their selling know their business, their selling methods should be as far as possible unhampered."

E. M. Bacharach, manager of the electrical appliance department of Kresge's, Newark, N. J., leaned across the desk and tapped significantly with his pencil.

80 Per Cent from the Outside

LESS than a year ago," he said, "95 per cent of Kresge's appliance sales—refrigerators, washers, ironers, ranges and cleaners—were sales made from the

Are

floor. Today, only 20 per cent of our total appliance volume comes from floor sales; 80 per cent is the result of direct solicitation or outside follow-up.

"The inference is clear. It is necessary to use specialty methods and employ men trained in specialty selling to get appliance volume."

It might be pointed out here that Mr. Bacharach's affiliation with the appliance department has not yet spanned a twelve-month period. The larger part of his active life has been spent in the automobile business, and he slips easily into comparisons between that specialty business and his present responsibilities. But where previously he was cudgeling sales for Pontiac and Oakland cars, his



ABOVE

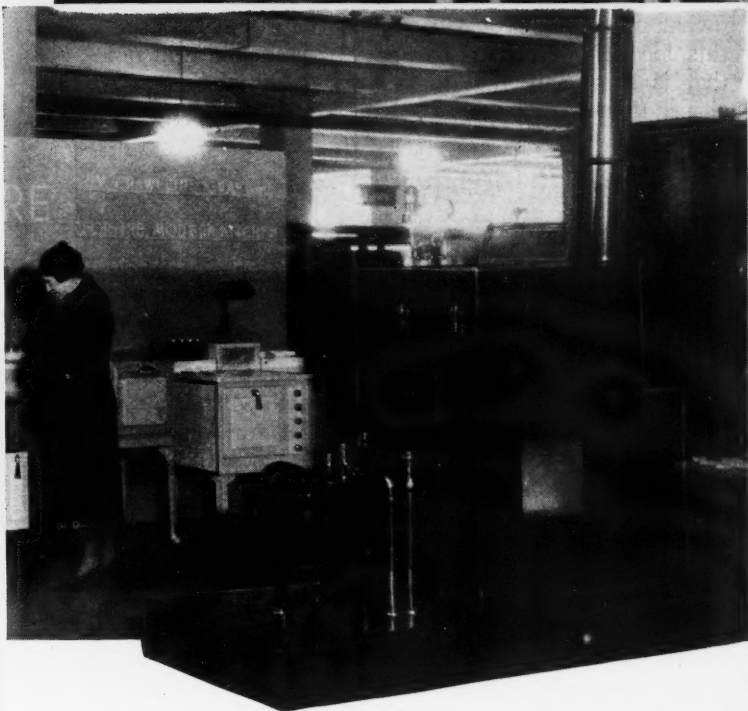
Washers and cleaners occupy a separate department of their own on the sixth floor. Here also are heating appliances.

LEFT

The seventh floor department where refrigerators, electric range and oil-burner business is done. Only 20 per cent of sales come from the floor.

BELOW

Kresge's were the first store in Newark to sell refrigerators on the meter plan; the method is still used. Biggest obstacle to sales today is repossessed machines on the market.



By
Laurence Wray

Different

efforts are now turned to oil burners, refrigerators and electric ranges.

The Kresge department store is situated in an important trading area embracing nearly a million population—families whose incomes are admitted to be higher on the average than those in many cities of greater size.

Customers Don't Kick

MUCH of the success the Kresge department store has earned for electrical goods may be traced to the fact that they have recognized the obvious necessity of outside promotion on appliances. They find nothing wrong



with a department store being engaged in this kind of business—its all in the way it is done. As a matter of fact, the department store is in a better position than most types of retail establishments in that it already has a large list of customers on its books who may be used as a prospect list for the appliance department. The only stipulation that the store makes concerning its direct solicitation methods is that high-pressure selling is taboo. Satisfaction to the customer over a long period is the aim of the organization rather than the immediate sale. If the customer being called upon expresses a completely negative interest, the matter is pursued no further. To date, according to Mr. Bacharach, no customer has expressed resentment or irritation at being contacted outside the store. In fact, many of them make use of the salesman calling on them to give an order for some entirely different department of the store—which is, of course, duly turned over. In this way, the salesman loses his identity as a washing machine man or a refrigerator man and becomes a salesman for the Kresge store.

The Salesman's Job

IN VIEW of the fact that outside selling has played such an important part in the Kresge appliance selling methods, we might inquire a little more closely into the method of handling salesmen. There are approximately 25 salesmen working on appliances. They are all on a straight commission basis and they all specialize on a particular appliance. Over each group of salesmen is a supervisor. The salesman spends one day in the store and the next day out in the field. Here the usual method is employed of tracking down store leads while in addition, the salesman carries a prospect list of store customers to work on. Training the men to be "store-minded" is all important.

When the salesman goes out, he carries with him a small card on which is printed the major devices: refrigerators, oil burners, washers, cleaners, ranges. Whether the salesman is specializing in refrigerators, let us say, or washers, he checks off on the small card the appliances already owned by the customer, those the home is without and those in which the customer, during the course of a casual conversation, expresses some marked interest. At the end of the day, those devices that the customer has expressed some interest in are checked up and turned over to the supervisor of the particular appliance. If a washer salesman turns in a lead on a refrigerator and the refrigerator salesman, at some later time makes a sale, the washing machine man is entitled to half the commission resulting from that sale. It is a system, according to Mr. Bacharach, that has worked admirably because the men are interested in finding sales for other devices besides the one they specialize in.

High pressure, unknown brands and "cheap" specials are taboo in the Kresge set-up for one good reason.

"We are laying the basis here," Mr. Bacharach said, "for future confidence, and for reliability in the eyes of our customers. We cannot afford to monkey with cheap merchandise. Once the appliance has been sold, the customer is very likely to forget the original sale price, and if something goes wrong with the appliance, it is not the manufacturer that is blamed, but the store where it was bought."

As far as competition is concerned, Mr. Bacharach expressed himself as being fairly well satisfied. On a price basis, they are prepared to meet all comers. Locally, the Public Service Company of New Jersey is the largest

competitor in the business of appliance selling.

Even in that situation, however, there is a favorable side according to Mr. Bacharach. In the first place, the power company has exclusive distribution on one or two makes of appliances which makes it possible for Kresge to emphasize the competitive angles of their own devices. Apart from that, the power company has recently gone into the electric range business, has been instrumental in forming the Essex Electrical League in Newark set up on a cooperative basis with other merchandising interests.

"We are anticipating that electric ranges will provide some real volume in the near future," M. Bacharach said. "With the formation of a local unit of the National Electric Cookery Council, and with some promotional advertising ready to break, we anticipate increased interest in electric cookery for this reason. The greatest obstacle we have to face, of course, in the sale of electric ranges is the cost of the wiring installation. It costs the homeowner anywhere from \$50 to \$80 to install a range in this locality. And in these days of curtailed incomes, that is something that makes the potential range purchaser think twice before buying."

Sell Refrigerators on Meter Plan

MR. BACHARACH recalled the day, some two years ago, when they had first applied the Meterice plan of refrigeration selling and had difficulty in handling the crowds who came in to see and stayed to buy. They were the first in Newark to sell refrigerators on the meter plan, and today are still the only store in town using the meter method. Those were the days when anything under \$25 down payment for a refrigerator was unusual and the 25c. a day idea naturally clicked. In fact, refrigerators became so important at that time in the Kresge store that a separate department was created, to which, recently, have been added electric ranges and more recently oil burners.

"The thing that is hurting the refrigeration business right now," said Mr. Bacharach, "is not so much the cheaper makes, but the considerable number of machines—both repossessed and discontinued models—that are flooding the market. In many ways it is a pity that manufacturers cannot adopt some planned policy in regard to this situation. Their own sales organizations are disposing of these discontinued and repossessed models in competition with their own best dealers. Naturally the sale of new machines is apt to be restricted."

Washing machines together with ironers, cleaners and heating and table appliances are carried in a separate department on another floor of the building. Radio, of which the store carries 15 different makes, has its own department adjacent to the refrigeration on one side with the portable and floor lamp department on the other. No outside canvassing is done on radio, the store relying on floor sales for the most of their business. Greatest emphasis is placed on console models ranging between \$40 and \$50 in price.

"It might surprise you to know," Mr. Bacharach told the writer, "that the appliance which is holding up in sales and volume best today, is our old friend the vacuum cleaner. Unit sales of cleaners lead all other appliances. Considering the relatively high saturation of cleaners that may mean that the replacement market is beginning to become of real importance. Because as soon as people become used to the convenience and labor-saving qualities of household appliances, they will refuse to go back to older, hand methods of doing their work."

REFRIGERATION BUREAU ANNOUNCES LEGION OF HONOR CONTEST

Winner to be Judged on Basis of Cooperative Work Done

IN ORDER to stimulate more intensive co-operation among local outlets for the sale of electric refrigerators the Electric Refrigeration Bureau has announced for the period from March 15 to April 15, inclusive, the Legion of Honor Contest.

From each of the eleven regional divisions of the Bureau, covering the entire country, will be chosen, from the evidence submitted, the man who is doing the most meritorious local work in bringing about effective co-operation among electric refrigerator sales outlets.

Of these eleven the most outstanding man will be chosen as the Commander of the Refrigeration Legion of Honor and he will be awarded a gold cup. Each of the remaining ten men will receive a silver cup and membership in the Legion.

The contest is open to all central station men, Electric Refrigeration Bureau members and managers of Electric Leagues or Associations, who are active in co-operative work among electric refrigerator sales outlets.

The method of submitting nominees for the honor is covered in a folder mailed to all Bureau chairmen. It contains a questionnaire sheet which can be used to summarize the achievements of men nominated to the contest.

Any evidence of co-operative work or results will be accepted for appraisal, but as a basis of award the judges will consider especially the following points:

1. Has the contestant been a leader in establishing a local Bureau or in the present formation of one, or in carrying on the functions of a local Bureau through a local Electric League or Club?

2. How successful has he been in securing local co-operation? How many electric refrigerator sales outlets are there in the community? How many are co-operating in any concerted plan or advertising or sales promotion?

3. What has he done or is he doing to establish local co-operative electric refrigeration newspaper, outdoor or radio advertising?

4. What effort is he making to institute a local co-operative electric refrigeration exhibit or other sales promotional plan?

5. To what extent is he promoting the use by sales outlets of Bureau materials such as window signs, tire covers, etc.?

6. To what extent did he urge the central station and local dealers to enter the last Christmas display contest?

7. What other co-operative refrigeration endeavors is he now fostering?

8. To what extent has news of local progress been regularly given to State or regional directors or to the central office of the Electric Refrigeration Bureau?

The judges of the contest are A. W. Berresford, Managing Director, National Electrical Manufacturers Association; J. C. Sterling, Advertising Director, McCall's Magazine, and E. Kobak, Vice-President, McGraw-Hill Publishing Co.

All entries must be in the hands of the judges at Electric Refrigeration Bureau, 420 Lexington Avenue, New York City, on or before April 22, 1933.

In its announcement the Electric Refrigeration Bureau states:

"To the majority of contestants the idea of personal recognition for their co-operative work or the possibility of winning a cup may have little appeal. Recognition of such good work, however, means acclaim for praiseworthy effort on the part of the contestant's whole organization, and it is valuable to his company and to the Electric Refrigeration Bureau. Viewed from this angle, it is hoped that no one who should rightfully enter this contest will refrain from motives of personal modesty or aversion to publicity.

"The value to the Electric Refrigeration Bureau of information which may result from evidence submitted in this contest can hardly be over-estimated. It will provide a new and up-to-date picture of the local progress in co-operation and will furnish practical ideas which may be applied to the many communities where electric refrigeration co-operation has as yet made but small progress."

IT'S BECOMING A HABIT

Two Utility Companies Win Refrigeration Display Prizes Two Successive Years

THE Fitchburg Gas & Electric Co., Fitchburg, Mass., and the Philadelphia Electric Co., Philadelphia, Pa., have the unusual distinction of being listed among the prize winners in the

Electric Refrigeration Bureau's Christmas Display Contest for two years in succession.

In 1931 the Fitchburg company won the prize for the best interior display of less than 200 square feet, the competition in that class being open to both dealers and central stations. In 1932, under the new classification, the same company won the award for the best central station interior display. Both winning displays were designed by John J. Gorts, display specialist, of Fitchburg.

The Philadelphia Electric Co., which won first prize in 1931 with its window display, repeated in 1932 in the class for central station windows of 100 square feet or less. This award climaxed a remarkable series of prize-winning achievements in which the company's Bureau of Exhibits and Displays, under the supervision of W. G. Brown, for the second successive year gained the Championship Class in the annual competition of the International Association of Displaymen, winning fifteen awards in eight different classes, including first place in the Sweepstakes Class. This showing earned second place in the entire competition on the basis of total points scored. The company also won first prize in the Frigidaire window display contest held in October.

Other "repeaters" among the hundreds of competitors in the Bureau contest were Illinois Power & Light Co., Galesburg, Ill.; T. S. Goslin Lumber Co., Wildwood-by-the-Sea, N. J., and Utah Power & Light Co., Salt Lake City, each of which received honorable mention in both contests.

N. Y. ASSOCIATION WILL PROMOTE AIR CONDITIONING

AS PART of its industrial development program, the Electrical Association of New York has appointed a sub-committee to promote a better public understanding of the functions of air conditioning. J. J. Donovan, manager of the Air Conditioning Department of General Electric Company, has been named as chairman; other members include I. W. Baldwin, Westinghouse Electric and Manufacturing Company; A. F. Callahan, Refrigeration Association of New York; C. M. Eakin, New York Manager, Frigidaire Sales Corporation; E. T. Lyle, Vice-president, Carrier Engineering Corporation; C. R. Skinner, Manager of Industrial Sales Bureau, New York Edison Company; and A. Sargent, president, Campbell Metal Window Corporation.

WHAT THEY

DEPARTMENT STORES

Chicago The Fair Store went patriotic in Feb.—splurged “Buy American” on electrical as well as other ads. Clocks got good space—regular \$3-\$8 boudoir-alm-kitchen items going for \$1.94 per—first come first served. Cleaners were let in, too—Eurekas at \$19.85, \$2 down. Davis Co. beat them to that one—had the same offer a week before. But most Davis space went to sewing machines—White Rotary at “half price”—\$57.50. Other items: Premier cleaners at \$39.50 less \$5 trade; Sunbeam 3½ lb. iron at \$4.95; \$99.50 Majestic washer (wringer) at \$59.50. All Marshall Field space went to heating appliances—unusual for most stores these days. Items: cooker, \$3.95; infra-red lamp, \$2.25; heat pad, \$3.25; 3½ lb. iron (Sunbeam?) \$3.95—a buck less than Davis; waffle iron, \$5.95; toaster, \$1.95; curling iron, 75 cents—all good space, too.

Carson, Pirie Scott ritized other appliances for a splash at mercury vapor sunlamps—\$9.85 to \$19.95. Wieboldt’s played up combination washer-ironer for 69 bucks and a hand cleaner for \$16.50 less \$3.50 trade. Surrounded by draperies, lingerie and linoleum, Goldblatt’s offered a sandwich toaster for 88 cents; that’s funny, too—the same ad has popped out at us from half-a-dozen stores all over the country. Who is dumping the cheap sandwich-scorchers? In addition Goldblatt’s offer the public a Hotpoint iron at \$1.88.

New York Frigidaire excited the New York market for a while with the offer of an elec kitchen mixer with every box. At the same time Macy’s were playing up their own brand elec mixer at \$14.94. They also plugged a Macy-brand cleaner during their 75th anniversary sale—motor-driven brush at \$17.94. How Macy figures prices keeps ’em all guessing—everything ends in .94.

Gimbel’s “We Will Not Be Undersold”—got out a heat pad at \$1.98—two day special. Wanamaker beat the gun and were the “first to present GE’s new razor blade sharpener—\$6.95. Biggest department store advertiser on appliances, though is Bloomingdales. Most space went to refrigerators (Apex) at \$79.50, \$10 down, \$5 per; sewing machines (New Home) got a break in the late January sale and went for \$35; also ABC “Imperial” washers which were headlined at \$50 for wringer model. Other items: elec alarm clocks, \$1.19; 8-cup perks at \$1.98; mixers for 79 cents; irons for \$1.13. These prices don’t look so good for the heating appliance business. They order these things better at Marshall Field. McCreery’s, New York, spotted clocks and sewing machines in their space, the latter offered at \$39.75.

Cleveland The May Company are way out in front in ad space—mostly refrigeration space—the season doesn’t feaze this outfit. “Visit the GE House of Magic” they said and featured

the Monitor Top at \$198—6 ft. box; in the same space Hotpoint’s regular 6-lb. iron was offered at \$2.39. A day later GE, Jr., was featured at \$115.50. Early in the month 27 8-ft. “Dayton” refrigerators, regular \$189.50 went to the first comers for \$99.50. Other items: White sewing machines from \$38.85 to \$79.

Early in the month Higbee’s offered a “1900” wringer model washer at \$39.95—\$5 down; also Delco cleaners. Taylor’s announced sewing machines (Westinghouse & New Home) at \$19.50 for portables to \$79.50 for console models.

Bailey’s did a job on Majestic refrigerators disposing of the entire stock of the Cleveland distributor; Former \$112.50 models went for \$69.50 and former \$142.50 machines for \$89.50. It’s a sad commentary, though, on the refrigeration business if we have to cut prices in half to get any real sales volume.

St. Louis Stix, Baer & Fuller were not afraid to headline a refrigerator selling for over \$100. To be sure the model, a Copeland originally priced at \$324.50, was offered at \$219.50 and one could make payments on the two-bits a day plan, but those are the kind of figures that we are not used to seeing these days. On the other side of the fence they had a automatic washer selling at \$39.95 plus a couple of drain tubs; a \$100 New Home sewing machine at \$49.50; elec perks at \$1; sandwich toasters at \$1.19; mixers, toasters and irons at one buck. Single carbon sun-lamps were offered at \$5.98.

The sun lamp business, by the by, seems to be picking up. Famous-Barr had a “Koken” with a GE S-2 bulb at \$32.50. The more space sunlamps get the faster they’ll move. The same store had eleclarm clocks for \$1.39, mantel models at \$2.69. Scruggs, Vandervoort Barney took a whole page on the 6th to tell the public about Kelvinators at 25-cents-a-day; Hamilton Beach cleaners at \$16.95; H-B mixers at \$8.95 (formerly \$18.50); Apex wringer washers, *with two rinse tubs and an iron thrown in*, for \$79.50 (idea there!) and kitchen clocks at \$1.98. Same store had a coffee-maker (nameless) at \$3.79 and cleared out their sewing machines, all makes and sizes, from \$27.50 to \$89.50.

Dayton In this city where the jobless, building their own homes may soon be using appliances (E.M., February) Elder & Johnston Company offered a wringer model Apex washer, with Elec pump, at \$59.50. Week later, Rike’s countered with a wringerless Prima spin-dry at \$79.50 (former \$99.50) Elder’s also plugged Seth Thomas chime clocks at \$19.95.

Boston Jordan Marsh concentrated last month on getting rid of floor demonstrators and discontinued models on washers, ironers and cleaners. Easy, Apex and One-Minute washers went for \$29.50 to \$49.50; Easy and Ironrite ironers

ARE

Advertising

What is being offered, price trends on appliances, who is doing the advertising; the news of electrical advertising by department, electrical, power company, furniture, drug and chain stores in ten key cities during February.

went for \$39.50 to \$84.50; Universal and Hoover cleaners rebuilt (38 of the latter) for \$19.75 to \$28.95; in addition, a chrome-automatic iron was plugged at \$1.15.

Raymond's, "Where U Bot the Hat," variety store offered Super-lectric toasters at \$1.25, Simplex 6-lb. irons at \$1.48. Gilchrist's bid for refrigeration business was made on a "Gilt Crest" selling for \$79. R. H. White listed a heating pad at \$1.95.

Here and There . . . Barker Bros., Los Angeles sell GE sunlamps via the specialist method; Dayton Co., Minneapolis dispose of Gainaday Wizard washers at \$54.50—which is pretty good disposing; Donaldson's in the same town followed the lead of many other stores in the country, advertised sewing machines (White) \$37.50 to \$48.85; Parmelee-Dohrmann, big Los A. outfit, announce new building to be known as Bullock's—Parmelee-Dohrmann to be given over to household goods, washers, ranges, refrigerators, etc. Before moving they held a sale, slashed prices on washers, cleaners, ranges, heaters, clocks and heating appliances. Oh, yes, and Famous-Barr, St. Louis, advertised ABC washers, wringer, at \$100.

name of this philanthropic institution. May Co. were selling Faultless washers at \$29.95; they, too, offered an "outfit" similar to the above at \$33. Cappel's put a big and little sweeper together (Sweeper-vac) and sold the pair for \$49.50, less \$15 trade-in. Figure it out.

Fish Furniture in Chi were also taking big space on the Faultless washer, one day plugging it at \$36.95 and a week later at \$39.95; Hoover re-builts were on their list, too, at \$21.95. In St. Louis it was washers all the way, Franklin selling National and Prima both at \$34.95; Hellrung & Grimm selling Prima with "outfit" at \$49.95. Union-May-Stern stuck to the Faultless at one price with tubs—\$34.95. This is one furniture store that must do business—electrical ads running every other day, and not classified ads, either. Apex, Fedelco and Torrington cleaners (called Factory Specials not identified as rebuilt) were being unloaded at both the last stores for \$11.95 and no questions asked. Cleveland stores—Mayer-Marks, Coyne, Colonial, Bing, Kurtz, Sterling & Welch stayed close to the \$39 level on washers, the latter featuring a washer-ironer combination at \$69.50. Bing's also played up the Apex refrigerator at \$69.50. Ludwig Baumann in New York carried a special cleaner, made by Royal, and sold at \$18.75.

FURNITURE STORES

FURNITURE stores, especially in the mid-west, are still more interested in washers than any other electrical items and the prices can't be chiseled low enough to suit them. Let's look around: in Dayton, O.—Dayton Furniture, and Victor Furniture Co., sell at \$29 (Boss) to \$33.50 (still Boss, depending where you buy it); another store in Dayton offers a 10-piece washer outfit: washer, iron, iron board, hamper, and 6 cartons of soap chips for \$49—\$1 down. Booth is the

DEALERS

INDEPENDENT dealer advertising does not bulk large. Most examples to come to our attention throughout the country are tie-ins with manufacturer's prepared copy. In Chicago, Hurley Machine Co., advertised a new Thor washer at \$49.50, ran the names of dealers in the territory; single and double column ads of the Maytag Company appeared in many sections, signed by the local dealer; the same thing applied to Apex which ran double column ads in many cities,

tied in, many times with the distributor or dealer. St. Louis dealers run ads off their own bat. Barthel-Duesenberg, Morton Electric, Sigoloff Bros., Brandt Electric took space in the local papers to let people know they were in business.

POWER COMPANIES

UNION Electric Light & Power, St. Louis offered last month: 1900 washers, \$59.50; electric clothes-dryers; American Beauty irons; Westinghouse waffle-irons, \$6.95.

Commonwealth Edison Company, Chicago; 5-cu.ft Kelvinator, \$124.50; outlets: 3 duplex connections at \$4.95 each; Universal heat pad, \$2.95; Florida sunshine via the Miller Sunlite health lamp, \$31.50—three lamps in one, according to the copy.

Philadelphia Electric Company: GE razor blade sharpener, \$6.95; ABC washers and ironers, Eureka cleaners. New York Edison Companies: sunlamps. Northern States Power: Gilbert humidifiers.

THE CHAINS

Sears Roebuck . . . : Not below and in many cases higher, were Sears prices on washers, other appliances, as offered to the public in half a dozen cities. In Chi, Sears featured the Kenmore at \$39.95, followed it up three days later with a washer-ironer combination at \$59.50—the usual wringer-post job. Same day Franklin sewing machines were featured at \$49.50 which compares favorably with most department store offers. The same stores (Sears has six in Chi) had Du-All sandwich grills at \$1.09, Kenmore cleaners at \$19.95, hand cleaners at \$8.95. The Cleveland Sears stores, for some reason, featured the Kenmore washer at \$3 under Chi, while in Boston the Kenmore was going for \$38.75. Boston also offered the portable Whirldry washers at \$24.95 and Coldspot refrigerators at \$69.50. Cambridge followed the Boston lead.

DRUG STORES

YES the drug stores advertise appliances—mostly heating appliances. And such prices! Shades of the sub-standard campaign—it must be time for another. Here's some examples: Standard in Cleveland offer bowl heaters at 89 cents; sandwich toasters at \$1. Liggett's New York—Monarch toasters and irons at 98 cents. Walgreen's, Chi—toasters at 98 cents, sandwich toasters at 98 cents (this seems to be a favorite price) heaters, 94 cents. There is nothing here to cause any surprise, though. Mr. Walgreen, in an exclusive interview with this magazine (February, 1933) explained the position of the drug store as far as appliances were concerned. Price, he said, necessarily had to be featured, small devices carried for over-the-counter pick-up.

FREAKS

THERE is always something weird going on in the way of special offers, if we are to believe the ads: In Cleveland, Vos—"largest selling lunch in the world" offer an electric toaster and grill for 89 cents for every order for a Vos lunch selling for 25 cents. The lunch itself consists of 11 items, from soup to nuts and is packed for use of factory and office employees, anxious to snip pennies from the budget.

Also in Cleveland, the home of freak offers, we note an ad of the Home Coal Company, who are anxious to give away an automatic electric egg cooker (unnamed) with every order of two tons of coal. Another coal company—Oakland Fuel—offers a \$3.50 Hammond electric clock with every order of coal or coke. Clocks seem the most popular premiums for non-electrical firms. In Cleveland, too, the Victor Tea Company offer a Sessions mantel clock, advanced for \$1.80 with "your first order of Victor coffee."

New York, too, has its freak: Finlay Straus, jewelers and opticians, with eight stores throughout the metropolitan area, took sizeable space in the dailies to advertise a portable kitchen mixer at \$9.95; terms: 25 cents down, 25 cents a week—one to a customer.

Taking BUSINESS to the BUYER

"YOU have to be on your toes to sell appliances these days. It takes imagination, alertness to grasp every opportunity, even the slightest excuse literally to put appliances into the homes of your customers. If this calls for trips on Sundays, nights, or holidays, that's the way to get the business," says C. Rochester, proprietor of Rochester Electric Co. on University Ave., Berkeley, Calif.

For instance: One day in the grill room at his club Mr. Rochester overheard a friend say more or less facetiously, that he ought to have one of these juice extractors at home, from the amount of oranges the family used, and for mixing drinks. That was cue enough to Mr. Rochester. The next Saturday when the friend's family were at the football game, he obtained admission from the maid and left a mixer and juice extractor in the kitchen all

One California Dealer Who Doesn't Believe in Over-looking Any Bets

plugged in, ready to operate. It happened that the family brought home guests and the device made itself very useful before the evening was over. The friend told Rochester that he could no longer get along without the mixer, and gladly bought it.

Another time as they sat at Rotary club luncheon a fellow member began commenting on the great kick he had gotten from a short wave radio set that he had heard at a friend's house while playing bridge a couple of evenings before. He was thrilled by the police car calls he said.

"Wouldn't it be a kick to have one of

those little portables right next to your bed so that just before turning in at night," Rochester told him, "you could tune in on the night life of San Francisco and Los Angeles, police calls, music from night clubs or hotel orchestras?"

The Rotarian declared it certainly would be. That night when he got home the radio set was there ahead of him, all ready to bring him the world. He liked it so well that he couldn't let it go and bought it.

Of course you have to know your people, says Mr. Rochester, but a long establishment in Berkeley and business and social acquaintance of long standing should give a dealer such a knowledge. The main point is that this is no time to overlook any opportunities. When business no longer floods into the store, business sometimes has to be taken right to the buyer, literally and unmistakably.

refrigeration

NO JOB, BUT HE COULD LAY HANDS ON \$2,500

CAUGHT by a chain store bankruptcy, Lee Klein found himself in a position common to many young fellows last year—out of a job. On top of that his bank closed and his investments went sour. Even the baby's bond defaulted. Cleaned!

"So I opened up for myself—started an electric and radio business in December, 1931," he said. "If how I did it is of interest to anybody, I'll be glad to reveal my strategy."

Capitalizing Acquaintances

In the first place, Klein says a man should remember that nothing can rob a man of his acquaintances among customers and the trade. So he hiked back to that neighborhood, Crawford at Madison, in Chicago, where he got his start years before. He felt he would find old friends and he did, who not only sent in trade but brought customers personally. One of the few assets he got from his old company was a list of customers and their credit standing in this neighborhood, and that helped. Quickly a store was rented on a percentage basis.

Distributors Aid

Next the distributors he had come to know were called on. Klein reminded them how in 1922, when a clerk in a South State Street jewelry store, he had persuaded the boss to stock \$1,000 worth of radio parts, starting

the "Radio Doctors," Chicago's second store of type. He recited his start as a retailer, how he had built up five stores, and turned them into a chain when he became an executive in it. Surely if experience was an asset in overcoming present business conditions, he had it. Distributors agreed with him, and placed to his credit some \$2,500 worth of merchandise.

Bread-and-Butter Appliances

His experience with the Wextark chain had caused him to believe that the day of outside selling was over. Dwindling volume from door-to-door producers caused him to avoid this method altogether.

"I made up my mind from the start that our principal product, radio, would be sold from the floor. To get a flow of trade into the shop we introduced small appliances. I packed my windows full of them. They served as bread-and-butter items and as lead getters. When the Commonwealth Edison light bill financing plan became available, we took that on."

Down Payment Policy

Another asset of a man out of a job is a free education in business methods, Klein pointed out, paid for by his previous employer. In his case he remembered that Wextark had been a great advertiser of radios on a \$1 down basis. Low terms had been sold instead of radio. This policy had tied the firm up, caused constant repossession and collection trouble. Klein



It was a bold move to start a business in December, 1931, but Lee Klein proved it could be done

knew that safety lay is a substantial down payment on the part of the customer, plus weekly payments that would quickly increase the buyer's equity to cover possible price cuts on the model by the manufacturers. This he put into effect in his own business.

"I protected myself a little farther than this," he said. "While I carried well-know brands where possible, I chose models which were not the most familiar to the public. There was less likelihood of some downtown firm advertising a cut price special on such merchandise. Where I could, I carried long profit radio. It was a buyer's market on the part of the public, and I knew people were happier where they could make a good trade-in."

As the spring of 1931 came on, Lee Klein introduced electric refrigeration, starting with four models. This bridged the summer for him. He used radio advertising to get inquiries.

Today the Lee Radio Store, Inc. is starting on its second year—still in the black. While admitting his experience and acquaintance is greater than the average man's, Klein maintains that any man out of a job possesses and can capitalize on the same assets he found he possessed:

1. Acquaintanceship with prospects, customers and with distributors.
2. Knowledge of the mistakes of his former firm and avoiding them.
3. Ability to put into practice the newest methods of selling.
4. Sense enough to keep down costs and avoiding expansion ("One store of my own is enough for me from now on," declares Lee Klein).

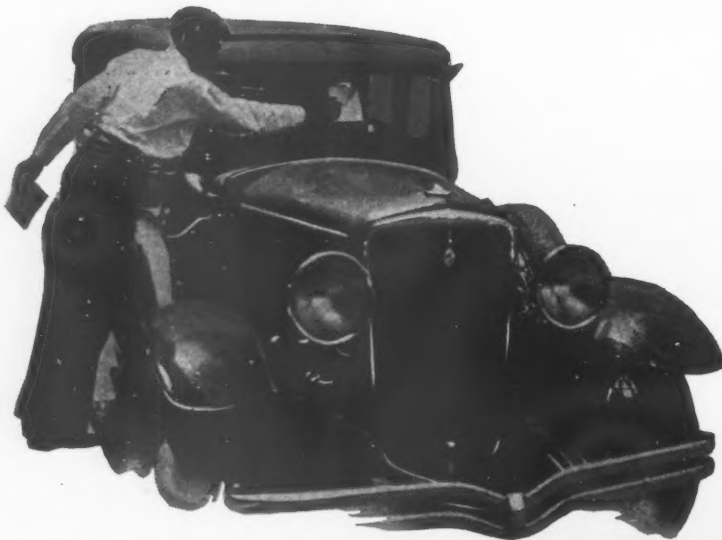


His chain store experience taught him to trim windows with quick turnover items—something he feels many electric dealers do not appreciate

The flying squadron from the Williams Factory—and dealer's salesmen and servicemen, posed for this picture in Peoria, Ill.



Test Campaign shows Dealer



*Even Summer Weather
Oil-O-Matic When
to Get Business in*

Boys of high school age proved willing workers in passing out the windshield stickers. These stickers were facsimile reproductions of a handwritten message

At Indianapolis a burning demonstrator proved popular in attracting prospects to the dealer's show room. Here we see a prospect receiving an explanation from one of the salesmen



By

D. M. FRANK

*Advertising Manager
Williams Oil-O-Matic Heating Corp.
Bloomington, Ill.*



"They're toasted"—and by an Oil-O-Matic. This stunt caught public fancy when staged in Decatur, Illinois, during the test campaign

Business is *THERE*

*Proved No Obstacle to Williams
This Manufacturer Went Out
their Dealers' Own Back Yards*

IN SEPTEMBER, 1932, our engineering department had ready an improved oil burner—known as the Model KB, built for smaller homes, and designed to appeal to the lower income bracket.

As sales executives of the organization discussed merchandising methods to use in introducing the new burner, there was a huge question mark after every statement. To successfully introduce the model we needed sales-volume. But would enough business be done under present conditions to justify bringing out the Model KB? Were dealers right in assuming there was no business to be had under present conditions? And, if there was no business to be had, it was useless to try and keep our dealers hammering against a stone wall and risk a complete breakdown of personnel morale.

Only one answer offered itself to the

host of questions. That was to see for ourselves. We had been telling our dealers that business was there if enough effort was made to uncover it. If we could prove this point, our problem was licked. So were born the now well-known test campaigns staged by Williams Oil-O-Matic Heating Corporation in dealer points throughout the country during 1932.

First it was decided that the test campaigns would be three days in length. They were to be in the nature of flying squadron campaigns with the dealer, in no case, being informed of the campaign more than 24 hours in advance of our arrival.

Two possibilities were offered by the campaigns. We first meant to illustrate how business could be secured. Then, too, actual study of markets and conditions would give us a clear-cut and necessary picture of present barriers.

On this account the flying squadrons were made up of members of our own sales department, the advertising manager, and other members of our organization who had shown themselves ready to step into work of this type. Their impromptu nature was the greatest leverage offered by these campaigns.

For the first campaign a town of some 12,000 population was selected. It was the residential type with a higher per capita of wealth than the average. Oil burner acceptance had also reached a high peak and the market saturation was represented by a figure around 24%.

Immediately upon our arrival the dealer was visited. Show room and window were rearranged and decorated. Prospect files were checked as well as the list of Oil-O-Matic owners. In advance of the campaign it was mutually agreed by members of the campaign crews that *something* would be done every minute of the time spent in each dealer town.

One sale was made during the three days. An order had not been received from the dealer in the previous six months.

About that time our second test

campaign was launched the thermometer was hovering around the 100 degree mark. Surprising to say, we found the weather in our favor.

When greeting the occupant of the home visited our most effective approach was "We know this is rather warm weather to be talking about heat, but we are putting on a special Oil-O-Matic campaign and we wanted to tell you about our six weeks free heat offer."

This never failed to receive a pleasant smile and a good interview. Yet we found that the warm weather lulled most organizations into a state of inactivity. To our own satisfaction we proved that people are willing to talk at any time and under the most unpleasant conditions when courteously approached.

Each campaign presented practically the same problems. From the aggregate we receive a picture that told the story why sales were not being made.

First, we must remember that the outstanding effect of the depression has been to turn preconceived market notions upside down. Some of the people who were rated the best prospects two and three years ago are not out of that class entirely. The substantial citizen whose income has continued uninterruptedly and whose investments were of the cautious type deserves increasing attention from merchandisers. Yet we found Oil-O-Matic dealers trying to effect sales from lists of prospects made up during 1929 and 1930.

One point was visited during July. A dealer's salesman handed to one of our squadron the name of a hot prospect. When visited, the prospect had a hazy memory of one call during which Oil-O-Matic had been casually mentioned. One call—and that was made back in February.

Back to Canvassing

For this obvious reason we were forced to start from scratch in all of the towns. As our first job we began the building of a prospect list with a house-to-house canvass. This canvass did everyone good—including ourselves and the dealer's organization.

Sad to say, people were actually surprised to meet anyone who believed they would buy anything. This casts no reflection on oil burner dealers alone. No salesmen were making a real honest-to-goodness effort to sell.

Oil-O-Matic owners in most cases had not been visited or phoned for a year or more. Someone was immediately given the job of calling every owner in each town. Here again we met an obstacle. Owner lists were incomplete. Change of address had not been indicated in many cases. Our direct mail campaign was composed of two units—with one series of pieces going to the prospect and the other to the owner. Three letters to the owner contained a service sticker to be pasted on or near the Oil-O-Matic, giving the

telephone numbers for service. Letters emphasized the service which every dealer stands ready to give at all times. With the letters was also included a card for the listing of prospects' names.

6 Weeks Free Heat

We found the dealers ready to tie-in with the Six Weeks Free Heat offer which was made in each town. While the 200 gallons of oil offered for this purpose did not represent such great intrinsic worth, it was surprising the pulling power this offer had. It was incorporated in all advertising.

In each town an ad was promptly run in the newspaper. Copies of this ad were mailed to the dealer's prospects with a facsimile note reading "This oil heat is *great*. The price right now is down to bed rock—on easy terms! You can't afford to pass it up. Bill." The novelty of the apparently handwritten note and its friendly tip increased the value of the dealer's newspaper advertising one hundred fold.

One fruitful piece of advertising was known as windshield stickers. From a zinc plate we printed a facsimile reproduction of this handwritten message: "I can heat your home for six weeks FREE this winter. If you are interested phone me at Blank-4522." The dealer's signature was included as a part of the handwriting reproduction. These were printed on white paper and, in size were about 5 x 7 inches.

Boys were engaged to place these under the windshield wipers of cars parked in the business district of the town. Instructions were issued that the messages be placed on better looking cars—but, at the same time, not to limit them to the more expensive cars only. In one point, an Oil-O-Matic was sold as the result of the windshield stickers. In another three telephone calls came as a direct result.

The Six Weeks Free Heat offer was featured in all direct mail and newspaper advertising. In looking back over the test campaigns as conducted up to now it is surprising that the simple things—things which every dealer can do—prove the most effective.

Now there is nothing new or startling about the idea of having an Oil-O-Matic in operation in front of a dealer's place of business. Yet this simple and effective stunt was not being used by that particular dealer.

On the first evening this was done 20 cars actually stopped to watch the demonstration. These were given literature and five proved to be red hot prospects. Flame from the burner lit up the entire store front and practically every car driver turned to look as he drove by. Saturday noon a man and his wife walked into the dealer's show room saying, "We've been thinking of putting in oil heat and we saw your burner in front and came in to talk about it."

Other fields were cultivated in the search for prospects. In each town the following classified ads were run. Under Business Opportunities—"Will pay \$10 each for prospects who buy Williams Oil-O-Matic oil burners. Midway Plumbing and Heating Company, 905 East State Street." During the test campaign this ad brought 25 replies in one dealed point.

Under Help Wanted—Male the following ad was run. "Plumbers and Steam Fitters—you can turn your present idleness into money by helping us sell the world's best oil burner. Midway Plumbing and Heating Company, 905 East State Street." In one city nine plumbers went to work in answer to this ad.

Under the Help Wanted—Male columns this appeared—"Canvassers! If interested in locating oil burner prospects with proper remuneration come to 905 East State Street." Thirty-two replies were produced by this ad.

For securing girls to address envelopes this ad was used in the Help Wanted—Female column—"Young woman to address envelopes. Must write unusually legible hand. Midway Plumbing & Heating Company, 905 East State Street."

By noon of the following day 167 girls had called at the dealer's place of business. Those not hired were offered the opportunity to make \$10 for each prospect's name they secured first and who was sold. 86 promised to look for prospects and during the following five days 45 names were turned in as a result of their work.

Expense Held Down

Expense of these campaigns was held to a minimum. To do otherwise would have been impractical. We aimed to lay out a campaign that the dealer could duplicate without undue strain on his budget.

Activity is bound to cause conversation. For instance, one lady, an Oil-O-Matic owner, was visited during the course of a canvass. She had already been called on the phone and had read with interest the folder which had been distributed by bill passers. As the canvassers were ready to leave the postman approached with the first mailing of the owner campaign. Such activity among a people that have grown accustomed to inactivity by merchandisers is going to reap a big harvest for the dealer who is alert enough to continue it. There is a momentum created by these test campaigns that carries over and re-emphasizes to the dealer the necessity of a follow through.

Above all, they demonstrated to us that the business is there. But you must go out and get it—with more salesmen and more forms of activity.

There is one pertinent fact to remember—you can't sell 1933 merchandise with 1930 prospect lists.

the month's figures

REFRIGERATION SALES PICKUP

WITH the compilation of figures by Manager George Brown of the Electric Refrigeration Bureau, a detail record of 1932 household electric refrigerator sales accomplishments is now available. For the nation as a whole, 769,695 machines were sold, constituting almost 77% realization of the rather high quota of a million units which the Bureau set at the beginning of last year. Largest state sales, as might be expected, occurred in the ten states of New York, Pennsylvania, Illinois, New Jersey, Ohio, California, Massachusetts, Missouri, Maryland and District of Columbia, combined, and Michigan, in the order named. Each of these states sold more than 25,000 refrigerators last year. Especially commendable, however, were the sales efforts of the five states which exceeded their quotas in this order: Maryland and District of Columbia, combined, New York, Nevada, Virginia and Delaware.

December 1932 sales of domestic electric refrigerators amounted to 32,318 machines, beat sales of both November and October, 1932, but were smaller than the sales of December, 1931—41,661 refrigerators.

CENTRAL STATIONS: WHAT AND WHERE

LISTING alphabetically by states the communities of 2,500 population and more with the electric light and power company that serve each place, including key maps and tables for each state showing electric utility holdings, tabulating capitalizations and earnings of each state's operating companies and including lists of holding corporations and subsidiary companies in corporate structure, the ninth annual issue of the Bonbright Survey of Electric Light and Power Companies has just made its appearance. Revised to October, 1932, and edited by G. F. Wittig and J. A. Stuart of *Electrical World*, the new volume sells for ten dollars and is published by the McGraw-Hill Publishing Company at 330 West 42nd Street, New York, N. Y.

DECEMBER BURNER SALES

UNCLE SAM'S Bureau of the Census reports that 1,729 household electric oil burners were sold in the United



QUOTA BUSTER
JENNINGS

—Maryland and the District of Columbia beat their 1932 refrigerator sales quota by a greater percentage than any other state, under his direction (See Col. 1)

States in the month of December, 1932, by the 103 oil burner manufacturers who make their records available to the Government. This figure compares with 2,580 sold in December, 1931 and brings the total 1932 electric oil burner sales of these manufacturers up to the total of 47,830, contrasted with 60,133 sold in 1931. It should be remembered, however, that the 47,830 domestic electric oil burners sold by the manufacturers reporting to the Census do not constitute the entire output of the industry, whose total 1932 sales were estimated at 68,000 units by *Electrical Merchandising* in its January issue.

LATEST CLEANER SALES FIGURES

RELEASING the information that estimated sales of electric vacuum cleaners for the month of December, 1932, amounted to 38,727 units, Secretary C. G. Frantz of the Vacuum Cleaner Manufacturers Association permits revision of the earlier estimates for the entire year 1932. On this basis total cleaner sales for last year amounted to 447,056 machines, some 6,500 more than

the estimate published in *Electrical Merchandising's* January issue.

Encouraging is the fact that December, 1932, sales showed an increase over November sales, something that did not happen in the three previous years. In spite of this good sign, December, 1932, cleaner sales were below the December, 1931, sales of 50,602 machines.

WASHING MACHINE SALES

WRITING "finish" to 1932 activities, Executive Secretary J. R. Bohnen of the American Washing Machine Manufacturers' Association reports that December, 1932, sales of electric clothes washers by the twenty-nine member manufacturers amounted to 22,272 machines as contrasted with December, 1931, sales of 28,043 by twenty-eight manufacturers. For the whole year 1932, electric clothes washer sales of Association members totalled 477,102 machines as against 650,471 units sold the year prior. These figures would indicate that the washing machine manufacturers who do not belong to the Association sold in the year 1932 approximately 92,728 electric clothes washing machines, the difference between the Association membership's sales and the total sales of washers given in our January issue.

APPLIANCE EXPORTS, 1932

AMERICAN exports of household electrical appliances, along with domestic sales, declined in the year 1932, according to figures released by the Bureau of Foreign and Domestic Commerce of the Department of Commerce. Declared value of principal appliances sent abroad last year declined 45% from 1931 and showed a drop of 51% from the year 1930. Numbers of individual household electrical appliances and allied merchandise also showed a decrease. As might have been expected, the tariff situation and exchange troubles affected foreign sales of American electrical merchandise even more than domestic troubles affected appliance sales in America. Sales of appliances in the United States dropped only 40% in 1932 from 1931 values and 43% from 1930 sales. Still the fact that 53,825,734 American electrical appliances went to foreign lands last year shows the sizeable popularity that American methods of labor-saving have achieved elsewhere than in the country of their origin.

electric ranges

PHILADELPHIA DEALERS SELL 645 RANGES IN 1932

*Electrical Association Fall Campaign
Responsible for Cleanup*

UP TO September, 1932, the dealers in Philadelphia had sold only 181 electric ranges. Things looked bad; total sales for the year previous amounted to 543 ranges. In other words, it looked as though they were going to finish the year with a good deal less than half the sales of the year previous. A meeting was held at the Electrical Association of Philadelphia and plans laid for an Autumn Campaign on Electric Cooking. There were two things to be done—that was plain: (1) Increase sales, (2) Overcome lack of interest on the part of retailers and distributors on a product which lacked wide public acceptance.

Was the campaign successful? It came to a close on December 24, 1932. Exclusive of range sales by the Philadelphia Electric Company, dealers, during the last four months of 1932 piled up a total of 464 range sales, making a total for the year of 645 sales. This compares, remember, with a total of 543 for 1931. In addition, although the advertising and promotion was on ranges, 77 electric water heaters were sold as a result of the activity.

Of the 114 dealers who participated in the campaign, 54 had never sold ranges previously. Most of them intend to continue. Another one of the interesting features developed by the campaign was the price levels at which ranges were sold.

The average retail price of the ranges sold by the dealers during the Campaign was \$157.54. This average was attained in the face of considerable advertising on "leader" ranges at \$115.00 and less. An analysis of dealer sales brings out the following interesting disclosures as to the dealers' ability to sell quality merchandise:

Retail Price of Ranges	Percentage of Total Sales
Less than \$120.00.....	26%
\$120.00 to \$149.00.....	32%
\$150.00 to \$199.00.....	24%
\$200.00 to \$249.00.....	9%
\$250.00 to \$299.00.....	7%
\$300.00 and over.....	2%

It will be observed that only 26% of the sales were in the "leader" price class.

The first part of the activity was directed toward an increase and improvement in the dealer's retailing facilities. It was found that with few

exceptions, distributors, dealers did not thoroughly understand the operation of ranges and lacked sufficient knowledge of electric cooking essential to a proper sales presentation. Few dealers were using electric ranges in their own homes; none had ranges connected in their stores, to enable them to demonstrate under actual operating conditions.

This situation was discussed at a meeting of the Range Division of the Electrical Association, and as a result, more than 150 dealers secured ranges for display and signified their intention to actively participate in the Campaign. Of these, 23 connected ranges in their stores, and 64 installed ranges in their own homes.

That this effort was justified was disclosed when the final reports showed that dealers using electric ranges at home had sold an average of 5.4 ranges during the Campaign, compared with an average of only 1.6 for those using other forms of fuel. It was further disclosed that dealers with connected ranges in their stores sold an average of nine ranges compared with an average of two for those who could make only a "cold demonstration."

The Philadelphia area was divided

into 15 sections. Dealers in each section were organized and Executive Committees appointed. These Executive Committees, totalling 51 dealers, became members of the Campaign Advisory Committee, which also included the members of the Range Division. This Committee was headed by Horace P. Liversidge, president of the Electrical Association of Philadelphia. George R. Conover, managing director of the Electrical Association, and Sherman W. Griselle, of the Association Staff, functioned as campaign director and campaign manager respectively.

Each dealer was assigned a quota, determined by a study of the dealer's sales volume, size of organization, type of store, other factors. Dealers were then classified as follows:

Class "A"—Quota of ten sales and over.

Class "B"—Quota of five to nine sales.

Class "C"—Quota of two to four sales.

Prize funds for each section were accumulated in proportion to the sales reported. If the section's quota was made, this fund was distributed among the leading dealers in each class.

The amounts of these cash prizes were increased 25% when won by dealers using electric ranges at home. A 25% increase also applied to prizes won by dealers having connected ranges in their stores.

Grand prizes were offered to encourage competition between dealers throughout the entire area. These consisted of all-expense tours to Havana,



20,000 WOMEN

—Attended cooking schools like the one above. Financing dealer sales, free wiring installations and expert promoting did the rest.

electric ranges

Bermuda and Miami to the leading dealers in Classes A, B and C, respectively.

Two additional prizes were offered to stimulate competition between the sectional groups. Members of the group finishing with the highest percentage of quota drew for an electric range on the basis of one chance for each sale made during the Campaign. Members of the section finishing with the second highest percentage of quota also drew for a range.

As a further encouragement to the dealer to install a range in his store, the Electrical Association reimbursed the dealer for the cost of such installation on the basis of a fixed amount for each sale made during the Campaign.

In order to stimulate interest among employees throughout the electrical industry, the Electrical Association offered a prospect bonus to any employee of a dealer, distributor or manufacturer (range salespersons excepted) who furnished the name of a prospect to whom an electric range was sold during the Campaign.

The free installation and dealer financing policy of the utility permitted the offer of attractive prices to the public and relieved the dealers of financing responsibilities.

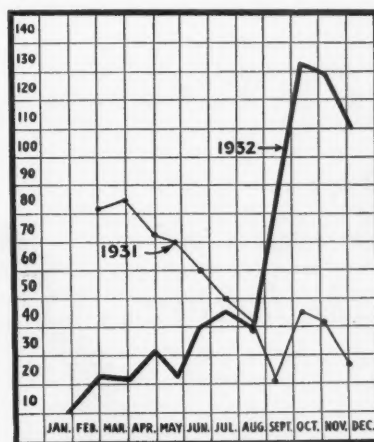
In addition to the various forms of advertising, the impressive story of electric cooking was carried to the public by means of 76 cooking schools, held in 21 strategic locations throughout Philadelphia and the surrounding territory. More than 20,000 women attended these demonstrations, carrying away an appreciation of the convenience and economy of electric cooking that resulted in many immediate sales. Sizable lists of prospects for future development were secured by dealers who participated.

NEW ENGLAND GETS GOING ON THE RANGE PROGRAM

Utility Men Meet to Form Councils

IN the middle of January Boston's Hotel Statler was host to a meeting of some of the most important utility men in New England. Dominating the meeting were Leavitt Edgar, vice president, Boston Edison Company and W. C. Bell, vice president of the New England Power Association. Reason for the meeting was the discussion of the organization and appointments of the New England Cookery Council, a geographic division of the National Electric Cookery Council. Out of the meeting came a detailed explanation by Mr. Bell, the Cookery Council's New England divisional director, as to how

MONTHLY RANGE SALES BY DEALERS IN PHILADELPHIA



(Light Line) indicates sales during 1931, when no Campaign was under way.

(Heavy Line) indicates 1932 sales and effect of cooperative Campaign which started September 19, 1932.

ranges were to be sold and promoted throughout that area. Foremost state under consideration was Massachusetts, under the sponsorship of Boston Edison's Leavitt Edgar. Boston and its neighbor, Brockton, had formed local councils, and as the meeting progressed plans were laid for the active participation for other local utility groups.

Represented at the meeting by such well-known figures as W. A. Butterick of the Twin State Gas & Electric, Bill Key of the Associated Gas & Electric at Cambridge, Harry Duren from Greenfield, C. P. Golding from Springfield, Cyrus Barnes of C. H. Tenney Co., W. E. McCreery of the Brockton Edison Co., M. P. Clough, Jr. of the Lynn Gas & Electric.

After stressing the importance of range salesmen themselves cooking by electricity, Mr. Bell announced the publication of the "Range Counsellor" a sales publication for the New England Division.

At both the Boston meeting and one held at Brockton, Mass, Mr. A. H. Yeager, field representative, National Electrical Cookery Council, made a talk. According to Mr. McCreery, sales manager of the Brockton Co., their territory has already made considerable progress with a range saturation of 7 per cent on range sales and over 1,300 units since the spring of 1931. Dealer sales, Mr. McCreery said, had accounted for approximately 40 per cent of this total.

PUTTING COOKERY LESSONS TO THE TEST

P. G. & E. Range Salesmen in Demand at Bridge Luncheons

NERVOUS as a bride, a Pacific Gas and Electric Company electric range salesman, left the East Bay division office at Oakland one morning last month headed for a woman customer's bridge party. He had contracted to cook the full dinner on the hostess' new electric range.

But as soon as he put his hands on the range, he felt himself at home, carried off the dinner with honors, and came back to the office with several prospects and a new light of triumph in his eye. The "hostess plan," a skillet from the club aluminum salesman's selling ensemble, had been successful.

When the range salesman of each division were assembled in classes of seven or eight men to a class, and given a thorough schooling in operating and cooking on an electric range, several salesmen already versed in culinary, revealed themselves as already successful, experienced bridge luncheon chefs. Pat Harrison, and "Judge" F. M. Brown of the Sacramento division told range sales manager, E. E. Perkins, that they knew his new plan would work for they had tried it.

150 Ranges Sold

Seven schools were held, three in Sacramento for the various valley divisions, one each in East Bay, North Bay, San Jose and San Francisco divisions. Under the plan each salesman has to arrange personally for and conduct five cooking demonstrations, one during February to a selected group of employees, and four to consumers, prior to May 1, 1933, before he can compete for any of the load building prizes of the year.

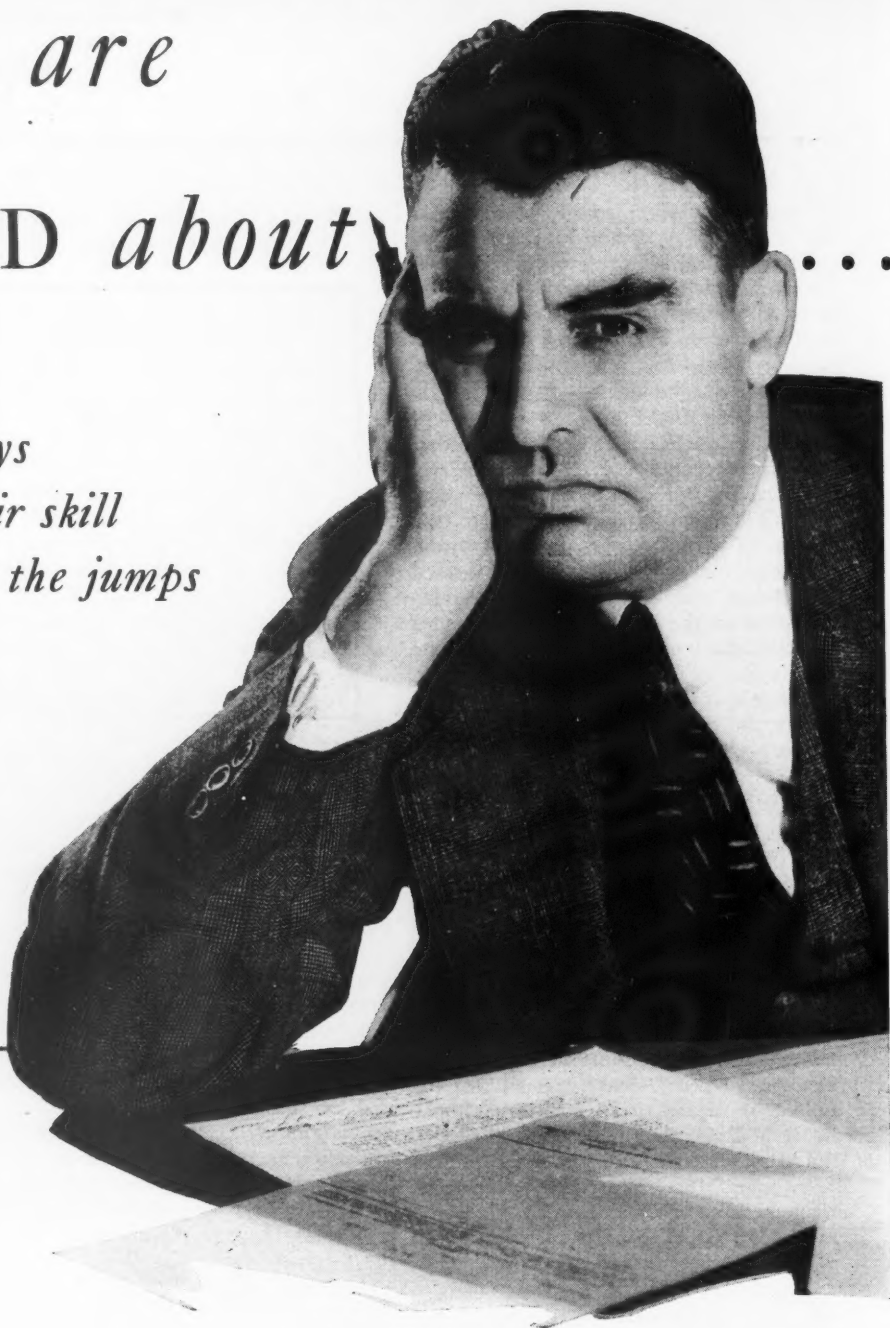
Standard menus were worked out, a standard demonstration kit provided, and food materials limited to \$5 per demonstration.

Figures for January sales in P. G. and E. territory showed consistent effort. There were 150 ranges sold, 129 by dealers; 60 water heaters, only 28 sold by the company. The ratio of water heaters to ranges is improving, probably the best in the country. For the entire last year, the ratio was one water heater to 1.9 ranges; for January, 1933, it was 1.4; if apartment house range sales are omitted, one to 1.2 ranges.

If You are **WORRIED** *about* . . .

*Depression days
have sharpened their skill
in putting debtors over the jumps*

By
T. F. Blackburn



FARMERS, speaking of an ideal fence will say it is "horse high, pig tight and bull strong." Heads of collection departments looking for some such fence to hold their accounts receivable in line, apparently have found it. That collection skill has been sharpened is evidenced by Commonwealth Edison Company collection cost per dollar: In 1929 it was 8 cents; in 1930, 11 cents; 1931, 12 cents; 1932, 7½ cents.

Abruptly with the rise in collection costs, Commonwealth Edison Company about faced in meeting the new situation, according to W. F. Andrews. Extensive mail follow-ups were eliminated. After the final bill went out, a man was sent to the house to collect. The saving on direct-mail, postage and other factors has resulted in bringing down the expense of sending a man from \$1.82 per call in 1931 to \$1.48 in 1932. Part of this of course, is due to lower wages.

Chasing Slows

"WE KEEP the same man on the job," declares R. J. Budge, supervisor of collections, for Commonwealth Edison. The collection man is the company to the customer, and when he is told that the money will

be ready at a certain future date, it is a matter of embarrassment to the customer if the same man comes back and he does not attempt to keep his word. With a change of faces, the customer finds it easy to practice evasion."

Collection men today are calling on a new type of customer, Mr. Budge thinks. These slow accounts consist of people who in former years were prompt pay and represent a high type of individual. As a consequence it is the desire of Commonwealth Edison to go the limit in carrying these families along with the hope that further improved business conditions will bring them back into the fold of good credit risks.

Noble & Peterson, Chicago electrical dealers, have found that it pays to frankly inform the customer that it is expensive to have to write and call them repeatedly, advising that it is destroying the profit of the deal and hurting his credit. Once a man has gone slow his name

...Collections in 1933

Here are the Views of Four Chicago Dealers

"SPREAD PAYMENTS" Commonwealth Edison Company

"GO TO THE LIMIT WITH THE CUSTOMER" Noble & Peterson

"USE CONDITIONAL SALES CONTRACT" Max Shore Radio Company

"AVOID SMALL DOWN PAYMENTS" Lee Electric & Radio Company

is posted and all his purchases must be cash. If he protests, he too is told the no profit story.

Where a man loses his job and comes in voluntarily to tell them about it, Noble & Peterson puts him down as a good bet and goes the limit. Not only is he permitted to keep the appliance until skies are bluer but in some instances families have been permitted to take washers outside of the state, it being felt that the customer had demonstrated his honesty and would make good when fortune again smiled on him.

Collecting Arrears

IN 1932, it has been found best not to hammer a man for arrears, according to Commonwealth Edison Co. Rather, start the customer anew with lower payments spread over a longer period of time, covering the total amount due. The Shore Radio Company, 1242 S. Halsted St., Chicago, likewise uses this plan. The best strategy is to avoid bickering with the customer, it is felt.

However, on collections that look queer, sometimes the best policy is to take the merchandise back at once. A large account that does not meet small payments is an indication of a distressing condition that usually cannot be bettered, and the less depreciation there is on the appliance the better. Mr. Budge of Commonwealth illustrates this point by citing an instance of the small dealer who bought an ice cream making machine. He began to have trouble in meeting his payments in warm weather, when the market for ice cream was at its best. Obviously the trouble would continue in the cold months when ice cream sales were at low ebb, and consequently the plant was taken back.

Improved Credit Check-Up

"YOU have to put yourself in the shoes of the customer today and exercise good business judgment for him," one dealer declared. "Figure out if you

could pay for the merchandise if you were in his place." G. A. Peterson states: "The length of time the applicant has been on his job is an index. We always learn who is the man's immediate superior, or foreman in his firm." "Find out where his wife works," advises Max Shore.

Collecting from buildings in receivership is a new problem today. Those equipped with unpaid for electrical refrigeration have presented the phenomena time after time of a receiver bargaining for the boxes at a new price, regardless of the previous agreement. The complications come from the likelihood of private rake-offs possible for the receiver. Risking nothing, he is likely to throw the boxes out of the building in order to install a new job which will pay him a commission on the side. This has happened repeatedly in Chicago, even with boxes which were performing satisfactorily. The only way to beat it is to follow the case in court, or to compromise on the price with the receiver.

Closing Helps Collections

THE Max Shore Radio Company, located at one of Chicago's most difficult spots, depends upon closing to help its collections. Here is how it is done:

"I rely upon a conditional sales contract that has a wage assignment written into it," declares Mr. Shore. "It has held down losses during 1932. In this district both husband and wife usually work and with both signatures on the contract we have two places to go for our money. As you know, these days, it's a job of getting there before the butcher, the baker and the candlestick maker put in their appearance."

"Don't you have trouble closing such a contract?" was asked.

"No," replied Max Shore, "All I tell them is that these papers don't mean anything if they intend to pay for their radio. If they don't, they're doing something that's worse than getting married. You see I pass it off

as a joke. When a family defaults I telephone or write the husband. If he pays no attention I simply mail in the notice of the wage assignment to his employer. That brings the customer in on the run. When I explain to the customer that the contract has been passed on to the finance company and that he is putting me in a pickle by not paying, he nearly always blames himself for his shortsightedness and we remain good friends. It does him a favor too, for if he 'slicks' a dealer he often starts on the road to becoming a deadbeat."

No Small Down Payments

AVOIDANCE of small down payments is credited by the Lee Electric & Radio Co., 4126 W. Madison St., Chicago, as their salvation in collections. No statement of terms is used in their advertising and the dollar down idea has been entirely abandoned, the firm getting all it can as down payment. In similar fashion Noble & Peterson, avoid selling any item listed below \$30 on anything but a 30 day basis.

Skips

SKIPS in Chicago's flotsam and jetsam districts have not been as difficult to handle as might be imagined due to the thorough questionnaire which is filled out before delivery of goods. This information, and these methods have been most prolific in tracing converted merchandise:

1. By getting address from postoffice (43c. cost)
2. By inquiry among children in neighborhood as to what school skip's children are attending
3. By offering rewards to moving people for supply-address.

Preferred Customers

TODAY collection departments are able to draw up experience tables as to a preferred risk. Noble & Peterson, for instance, mark all sales as being due the 10th. Customers who build up a record for paying on or before this date are marked as "preferred." With 75 per cent of the payments coming over the counter in cash—due to crashed banks—the firm has the opportunity to look its good risks in the face. An invitation to take other merchandise on time usually bears fruit, Mr. Peterson says.

Collectors are forced to call most rarely on hardware men, shoemakers, chain store employees, beauty shop operators and utility men. These form preferred groups of customers under present conditions.

In reverse English, the most visits are paid to these trades and professions: lawyers, physicians, real estate men, painters and decorators, foreign restaurants, apartment hotels, clubs, amusement places. Most difficult of all to collect from today are negro families which frequently offer physical resistance to the men after their money.

Letters (Continued from page 1)

Dayton Experiment

To the Editor:

Kindly send me a copy of the February 1933 issue of *Electrical Merchandising*.

Enclosed find 25c. in stamps in payment for same.

Yours truly,
(Dr.) F. A. ARMSTRONG,
University of California,
Department of Household Science,
Berkeley, Calif.

PS: The article "Dayton's Unemployed Begin Producing in the Home" is significant. I want to pass it on to relief agencies out here. Somebody ought to be doing something constructive like this everywhere.

Not Sold on Free Range Wiring

To the Editor:

I was very much interested in Mr. Wray's article in the February issue of *Electrical Merchandising*, page 24, particularly the statements he makes about the Western Massachusetts Companies and pointing out that these companies actually give free range wiring.

Personally I do not feel that the results the Massachusetts Companies obtain are necessarily dependent upon their free range wiring. Our feeling has always been that we can do a better job of selling if we take the money that it would cost to give free range wiring and put it into promotional work. This has been somewhat justified, we feel, when we compare our 1931 figures with

our 1932. Mr. Wray points out in his article that the decline in electric range sales in 1932 over 1931 was 52%, whereas it was 40% for the Western Massachusetts Companies in spite of the fact that they gave the installation free. In our case our electric range sales actually increased 1½% in 1932 over 1931 with the customer paying the entire installation cost. In addition to this, two thousand of our very best electric range prospects are now in gas territories due to the extension of gas to some of our rural communities, and eight hundred of these prospects are actually using gas for cooking and water heating at the present time.

With the above information before us we are still not enthusiastic about the idea of free range wiring.

H. E. DEXTER,
General Commercial Manager,
Central Hudson Gas & Electric Corp.,
Poughkeepsie, N. Y.

Jap Lamps

To the Editor:

Let me subscribe wholeheartedly to Frank Rae's remarks concerning the dumping of Japanese made miniature and Christmas tree lamps in this country, as appearing in your November issue.

We can scarcely expect the average purchaser or the ultimate consumer to discriminate nor to refrain from purchasing any article appearing to him as rather inconsequential and which he finds displayed at a bargain price.

Nevertheless, the jobber and dealer, as Rae points out, can not hope to increase his own profits in the slightest degree nor his customer's good will.

The American lamp manufacturer can not pay his own employees with money that the lamp distributor sends to Japan,—and neither I might add, can he meet his advertising budget. This therefore is a problem of real mutual interest. Keep up the good work.

S. G. HIBBEN,
Manager
Westinghouse Lamp Co.
Bloomfield, N. J.

Grunow Booster

To the Editor:

In the January issue of your magazine I want to take issue with you in regards to your article about Bill Grunow in a Comeback. Why jump on him in the way you do? There is plenty of evidence around this town as to the smell that other Refrigerators produce when they go haywire.

I don't think very much of your send-off to a man who is starting out in a new line of business. In fact, you are rather small to my way of thinking.

Just because you did not receive any ad for your January issue of your Magazine; you don't have to pull off the hurt little boy trick. There is an old saying—if you can't boost don't knock. Why not try that for awhile?

C. A. ANGLEMIRE,
Nazareth, Pa.



'Round the ELECTRICAL MAP



ABOVE

The Public Service Company of New Hampshire believe in Home Service and in educating women to cook electrically. Believing, however, that most cookery and housekeeping classes for women are judged successful depending on the size of the "gate" rather than the results obtained, they have inaugurated a "laboratory" system of cookery classes to take its place. Not less than six nor more than eight women attend, take lessons under trained instructor for one evening a week—for ten weeks. The women share the cost of materials.




LEFT

Bettina Hall has been on the stage for a number of years; she starred recently in the Broadway production, "The Cat and the Fiddle." Few people know, however, that she is an active business woman on the side—vice-president of Modern Devices, Inc., Staten Island, N. Y., appliance dealers. George W. Schock is the president and general manager of the store which specializes on Westinghouse appliances.

PROGRESSIVE FROM THE SAME



GENERAL  ELECTRIC KITCHEN

PROFITS !!!

PROSPECT..



WHEN A G-E RETAILER takes an order for a refrigerator, his profit on that customer is *just getting under way!* For now, with other General Electric appliances at his disposal, he has qualified that customer as a potential owner of the complete General Electric Kitchen.

In every women's heart is the desire to have an all-electric kitchen. The refrigerator is only the first step. Her dream kitchen may "grow up" gradually but in the end *she will have it*, and the G-E Retailer will have ALL the profit.

Continuous business from one source puts the G-E Retailer in an enviable position, for he profits on the sale of ranges, dishwashers and other General Electric kitchen units in addition to his income from refrigerator sales.

In *establishing* his customer as an eventual owner of a complete General Electric Kitchen, the G-E Retailer has a *complete line* of refrigerators to offer, including both the sealed-in-steel Monitor Top and the low priced G-E Junior. For those to whom original low price is most important, the G-E Junior is today's outstanding value. And for those to whom quality is the dominating appeal, the famously dependable Monitor Top refrigerator is recognized as the standard of refrigeration excellence. Today, one out of three electric refrigerators in use is a General Electric Monitor Top. Its 5-year performance record is unparalleled and General Electric guarantees its mechanism with a 4-Year Service plan—three years beyond the standard one-year warranty.

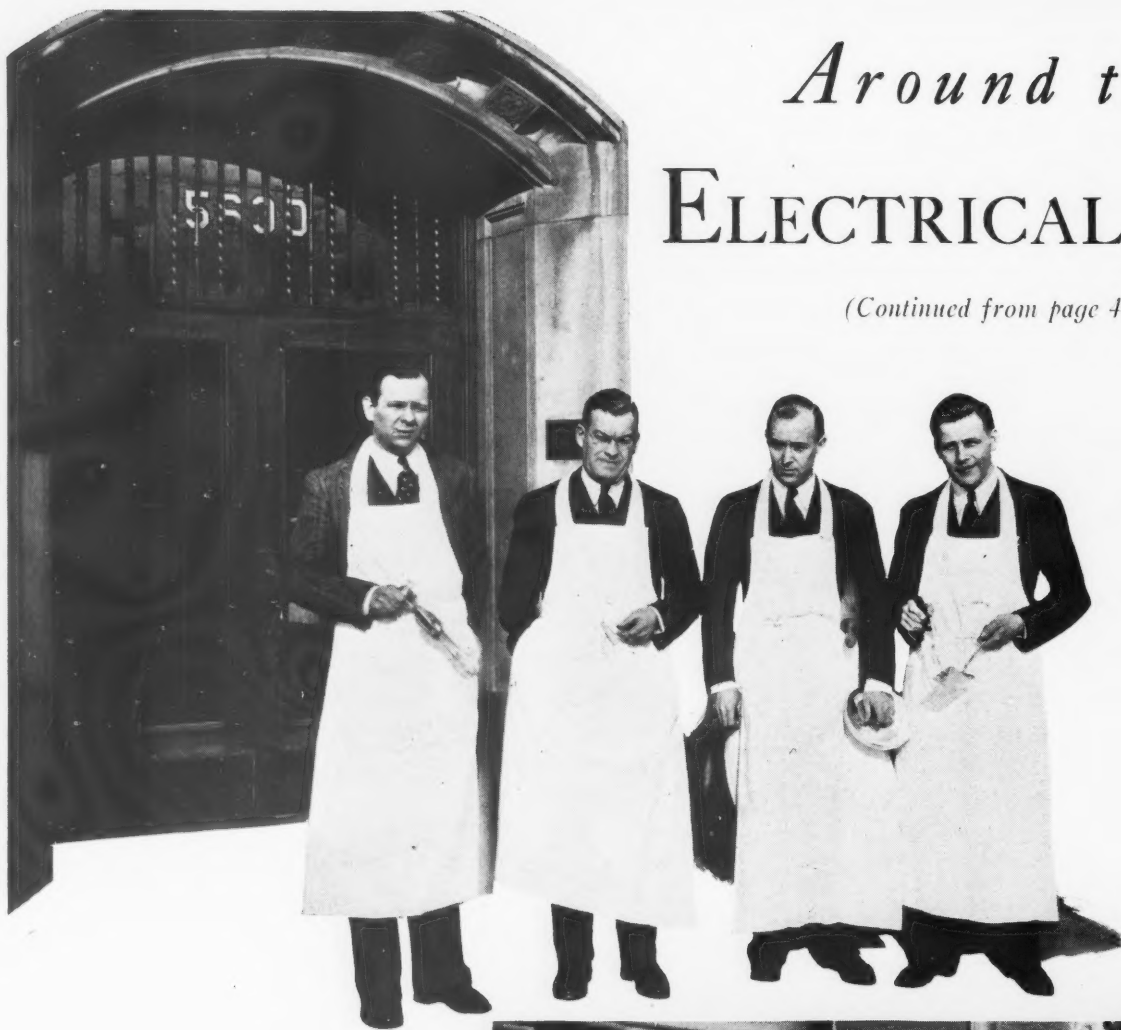
General Electric Co., Special Appliance Sales Department, Section D E 3, Hanna Bldg., Cleveland, Ohio.

● *The General Electric Kitchen Special—the most spectacular train in railroad history—flashes across the country from Los Angeles to New York loaded with motion picture stars. In a blaze of publicity the G-E Kitchen is spotlighted before millions of women—creating intense interest, stimulating desire!*



Around the ELECTRICAL MAP

(Continued from page 41)



Members of the sales promotion division of the General Electric Refrigeration department, Cleveland, attend electric cookery classes at the Edison General Electric Appliance Company, Inc., Chicago. They are (L to R)—R. C. Shaw, W. J. Daily, manager of the division; K. R. Davis, production manager of the division, and E. H. Norling, assistant to Daily.

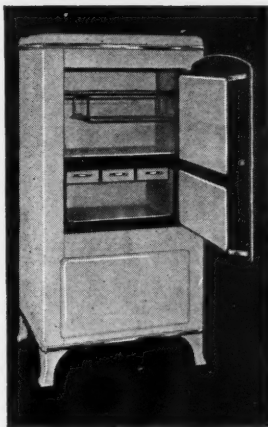


ABOVE—Sears Roebuck in Chicago recently arranged a display of kerosene lamps in their State Street store. This is the first time in decades such lamps have been sold on State Street. Chicago depression sufferers who have been forced to give up electric service are the customers.



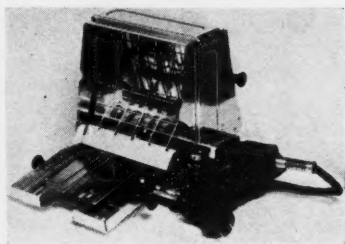
LEFT—Octavius Roy Cohen, *Satevepost* mystery story writer, reads his first radio contract awarded him by Ralph Leavenworth, advertising manager for Westinghouse. Cohen is the author of the now-famous "Townsend Murder Mystery" being broadcast nationally.

Review of NEW Products



Potter Refrigerators

Tricold Refrigerator Corp.,
296 Delaware Ave., Buffalo, N. Y.
Models: L 88, L 107, L 134, L 160,
L 190.
Capacities: 9, 10.73; 13.4; 16; 19.25
sq.ft. food storage.
Special Features: Two separate porce-
lain compartments; single door closes
both compartments; separate fin type
evaporator provides "balanced humid-
ity" in large upper food compartment
at sustained 40° temperature; lower
compartment evaporator operates at
10° below zero in freezing chamber
with a temperature of 10° above zero
in balance (cold storage) of compart-
ment; both evaporators operated by
same compressor. Non-frosting coil
in food compartment makes defrost-
ing unnecessary; no manual control
—thermostatically operated on box
temperatures, not chilling coil tem-
peratures; non-frosting coil eliminates
need for hydrating pan; automatic
interior light; Models 107, 134, 160
and 190 equipped with heavy porce-
lain shelves.
Prices: L 88, \$167; L 107, \$254; L 134,
\$319; L 160, \$397; L 190, \$474.—*Elec-
trical Merchandising*, March, 1933.



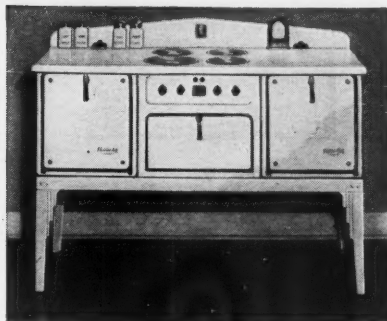
Edicraft Toaster

Thomas A. Edison, Inc.,
Edicraft Division, Orange, N. J.
Model: Edicraft Junior Toaster with 10
ampere switch plug cord set.
Description: New type horizontal heat-
ing element, easily removable; curved
wire rack which protects heating ele-
ment makes it possible to evenly
toast rolls or muffins; slot in each
door permits removal of toast with-
out burning fingers; bakelite handles
and feet.
Price: \$3.95; cord set 95c. additional.
—*Electrical Merchandising*, March,
1933.

Electrical Merchandising, March, 1933

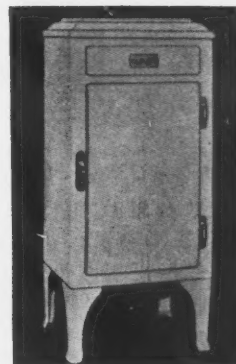
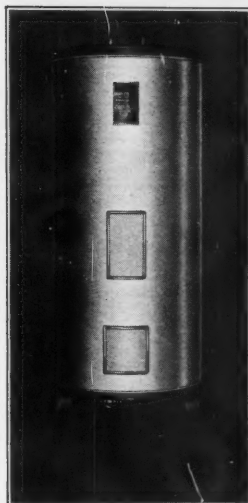
Electromaster Range

Electromaster, Inc., 1803 E. Atwater St.,
Detroit, Mich.
Model: KM-34, Master Waldorf.
No Surface Burners: 4—1-1700 watt,
9½ in. diam.; 3—1200 watt, 7½ in.
diam.
Sizes: Floor space, 57½x26 in.; cooking
top 37½ in. from floor.
Special Features: 2 ovens, each equipped
with automatic thermostat and one
2200 watt element; 2 convenience out-
lets; 2 oven pilot lights; storage com-
partment 21½x20x11½ in.; 2 clock re-
ceptacles (clock extra).
Finish: 3 coats white porcelain enamel.
Price: \$200.—*Electrical Merchandising*,
March, 1933.



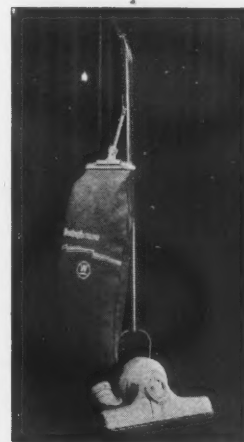
Hewitt Water Heater

Hewitt Electric & Mfg. Co.,
1169 Massachusetts Ave.,
Arlington, Mass.
Device: Storage type, automatic water
heaters with Monel Metal tanks.
Description: 30, 50, 60 gal. sizes;
equipped with single or multiple heat-
ing elements, enclosed coil construc-
tion; low temperature and wattage
density per sq.in. of heat absorption
surface and water conduction surface;
instantly interchangeable without
draining tanks or interruption of serv-
ice; temperature adjustment from
140 to 200 degrees F.; thermostatic
controls to meet requirements of
varying water heating schedules, con-
tinuous, intermittent or off-peak.—
Electrical Merchandising, March, 1933.



GE Refrigerators

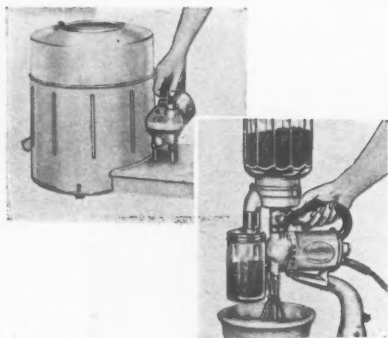
General Electric Co., Refrigeration Dept.,
Hanna Bldg., Cleveland, O.
Models: 10-Star Deluxe; 3 restyled
"Junior" models, E-4, E-5, HE-7A.
Capacities: 10-Star De Luxe, 7 cu.ft.;
"Junior" models 4, 5 and 7 cu.ft.
Special Features: 10-Star De Luxe,
Monitor Top, hermetically sealed
rotary compressor encased in dust-
proof solid steel condenser, set back
on top of refrigerator to make shelf
room; Methyl Formate refrigerant;
semi-automatic temperature control
with defrosting switch; foot-pedal
door opener; 2 sliding shelves adjust-
able in height; interior light. "Junior"
models, Thermocraft insulation, GE
capacitor motor and controls; con-
ventional type compressor.
Finish: 10-Star De Luxe, porcelain in-
side and out; "Junior" models lacquer
exteriors porcelain interiors.
Price: 10-Star De Luxe, \$260; "Junior"
4 cu.ft. \$99.50; 5 cu.ft. \$135; 7 cu.ft.
\$175.—*Electrical Merchandising*,
March, 1933.



Westinghouse Cleaner

Westinghouse Electric & Mfg. Co.,
Mansfield, O.
Device: Motor driven brush cleaner.
Description: Weighs 13½ lb.; nozzle
14½ in. wide designed to clean under
low furniture, equipped with rubber
bumper; aluminum nozzle and fan
case; 4 rubber wheels; tilting device
assembled on handle enables operator
to raise nozzle from floor by lowering
handle. Antique silver.
Price: \$40.—*Electrical Merchandising*,
March, 1933.

Review of NEW Products



Hamilton Beach Mixer Attachments

Hamilton-Beach Mfg. Co., Racine, Wis.

Device: 4 new attachments—potato peeler, coffee grinder, meat grinder and chopper, slicer and shredder.

Description: Potato peeler removes skins by abrasion method, 8 or 10 potatoes are peeled in about 2 min. Coffee grinder, adjustable from coarse to finest grind of drip coffee. Meat grinder, inside cutter grinds meat without crushing, coarse plate provided for chopping fruit and vegetables. Revolving cone with 6 knives for slicing, shredder cone for shredding. Meat grinder and slicer-shredder used with worm gear drive, ball bearing power unit.

Prices: Mixer, \$19.25; potato peeler, \$7; slicer, \$2.25; coffee grinder, \$2.25; power unit \$3.25; Western prices slightly higher.—*Electrical Merchandising*, March, 1933.



Nesco Roaster

National Enameling & Stamping Co., Inc., 270 N. 12th St., Milwaukee, Wis.

Device: Oval shaped electric roaster.

Description: Porcelain enameled seamless steel cooking well and cover; sides and bottom insulated to retain heat inside; heating units on sides; bottom of cooking well provided with gravy browning heater; equipped with 3-piece enamel cooking set and 6 piece baking set; self-seal feature between cover and inset; accommodates a 10-lb. ham, 6 lb. chicken or complete family dinner.—*Electrical Merchandising*, March, 1933.

Handyhot Juicit

Chicago Electric Mfg. Co., 2801 S. Halstead St., Chicago, Ill.

Device: No BM-1. Juice extractor.

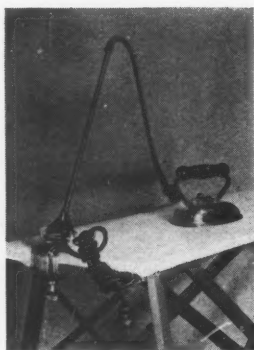
Description: Finger switch control; special strainer fits into glass bowl straining seeds and fiber; induction type motor; a.c. only; 105-110 volts. Ivory and jade green enamel; jade green glass bowl, Beetleware reamer; 9½ in. high.—*Electrical Merchandising*, March, 1933.

Debler-et Cord Control

Debler Products Co.,
25th & Huntington Park Ave.,
Philadelphia, Pa.

Device: Cord control set designed for use with electric irons to keep cord away from path of iron.

Description: Set consists of ironing board clamp, cord holder, non-breakable pull handle, rubber attachment cap, screwless self-expanding heater plug; equipped with convenient spring tension adjustment; holder swivels on clamp for adjustment to portable, built-in ironing boards; 125 volts—10 amperes.—*Electrical Merchandising*, March, 1933.



Mapleleaf Deep Fat Fryer

Maple City Stamping Co., Peoria, Ill.

Device: Household size deep fat fryer, **Description:** Fully automatic; red signal light to indicate when fat is desired temperature; temperature control ranges from 200 to 400 degrees; capacity 3 liquid lb.; removable wire basket with fold over handle; convenient drain; 7 in. high; 14 in. diam. Chrome nickel, or various colors.—*Electrical Merchandising*, March, 1933.

Zenith Marvel Washer

Zenith Machine Co., Duluth, Minn.

Model: Y.

Description: Zenith patented washing principle—overhead agitator; conical clothes separator to keep clothes untangled; rubber insulated motor, floating power; quick-draining tub; adjustable legs; filler-drainer attachment optional.

Wringer: Lovell Pressure Cleanser; crepe-finish rolls; wide drainboards; 1-lever control.

Finish: Green speckled white with olive green chassis.

Price: \$49.95.—*Electrical Merchandising*, March, 1933.



Conlon Ironers

Conlon Corp., 19th St. and 52nd Ave., Chicago, Ill.

Device: New and improved cabinet and non-cabinet type ironers.

Special Features: Cabinet models are equipped with double automatic thermostats, giving divided control of heating shoe for economy of operation and convenience in ironing small articles; all but one model equipped with detachable drop-leaf end tables. Non-cabinet models can be converted to cabinet, or table top ironers. Hard chromium shoe; ¼ hp. rubber cushioned motor delivering 2 lb. per sq. in. pressure; heat trap dome; non-sag ironer roll; flexible shoe for various fabric thicknesses; dual mechanical control; pressure and steaming control, are other features of all models.—*Electrical Merchandising*, March, 1933.



Conlon Washers

Conlon Corp.,
19th St. and 52nd Ave., Chicago, Ill.

Models: 8 models.

Special Features: Bar release safety wringers, "Hold-Heat" double tubs; four-vaned high-speed agitator; patented agitator dome control; vibrationless mounting of motor; Conlon drainator, a centrifugal drain pump operated directly from motor.—*Electrical Merchandising*, March, 1933.

Dumore Floor Polisher

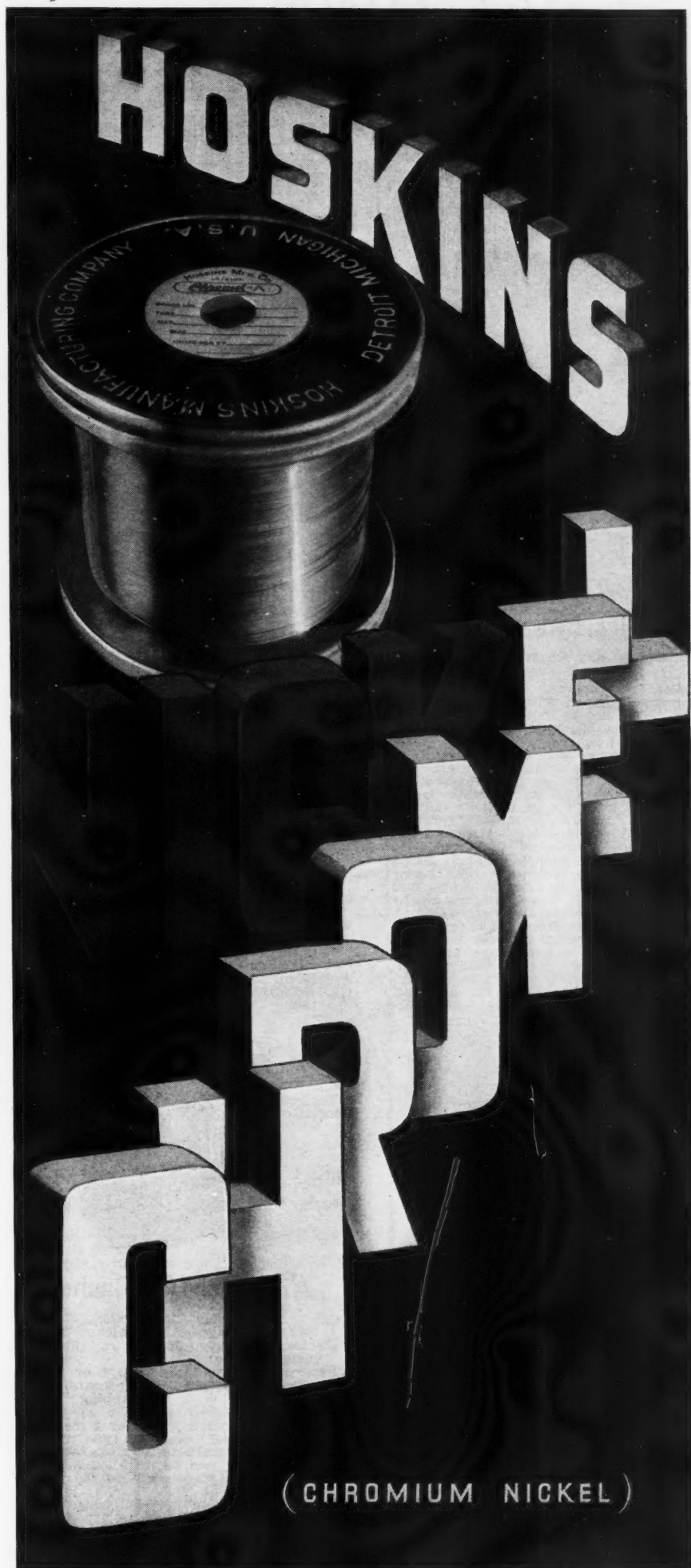
The Dumore Co., Racine, Wis.

Device: Floor polisher.

Description: Green duco with polished aluminum motor case; Dumore motor, a.c. or d.c. V-belt driven brush.

Price: \$17.95.—*Electrical Merchandising*, March, 1933.

Electrical Merchandising, March, 1933



THE WIRE that made ELECTRIC HEAT possible

Science has found many new things the past few years, but for heating-elements, she has found nothing to replace the chromium-nickel alloys, of which the original is CHROMEL, now more than 25 years old. But the Chromel of today is as far ahead of the Chromel of 1908, as is today's electric range ahead of the range of that early period. The heating device maker has asked more and more of the heating-elements, and Chromel has always met the need and passed it. This means that devices are better today than ever, and those that are Chromel equipped, live up to your reputation of selling only good appliances. And Chromel is proud of the company it keeps, with good device makers and good dealers, all working for the common cause. If interested in designing heating-units, send for our Heating-unit Calculator.

HOSKINS MANUFACTURING CO.
Detroit, Michigan



Review of NEW Products



Voss Washers

Voss Bros. Mfg. Co., Davenport, Iowa
Models: 4—A, B, C, D.

Wringer: Models C and D equipped with electrically controlled safety-guard wringer; master control switch operates entire machine; pressure between rolls is released and wringer and washer automatically stop when safety-guard is tripped; washer and wringer can operate separately.

Other Features: Floating agitator duplicates hand washing action; corrugated tubs of porcelain or copper; rubber insulated motor; only 4 moving parts fully enclosed.

Price: A, \$39.95; B, \$59.95; C, \$69.95; D, \$79.50.—*Electrical Merchandising*, March, 1933.



New GE Clock

General Electric Co., Bridgeport, Conn.

Model: "The Executive."

Description: Cyclometer type clock; eliminates dial with hands and substitutes large numerals giving hour and minutes; second hand replaced by rotating dial, which indicates time in seconds; numerals illuminated by small mazda lamp. Brown mahogany Textolite with bronze inlays.

Price: \$9.95.—*Electrical Merchandising*, March, 1933.

Guth Super Illuminator

The Edwin F. Guth Co.,
Jefferson and Washington Blvd.,
St. Louis, Mo.

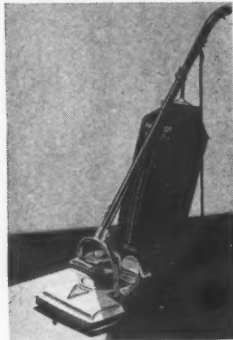
Device: Indirect lighting unit with luminous bowl.

Description: 2 models: porcelain enamel reflector, white inside, two-tone ivory finish outside; or oxidized aluminum reflector, white oxidized finish inside, satin polished finish outside; available with or without clear crystal globe enclosing bulb; 150 or 200 watts to 750 or 1,000 watts; 87 per cent total light output porcelain unit without enclosing globe; 82 per cent with enclosing globe.—*Electrical Merchandising*, March, 1933.

Hoover Hedlite

The Hoover Co., North Canton, Ohio.

Device: Latest improvement on Hoover cleaners is the addition of a small electric light on cleaner which illuminates dark corners, saves overhead light, promotes better cleaning. Standard equipment on models 750 and 900 at no additional cost; optional on model 425.—*Electrical Merchandising*, March, 1933.



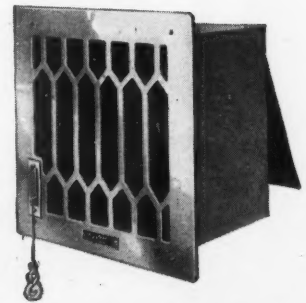
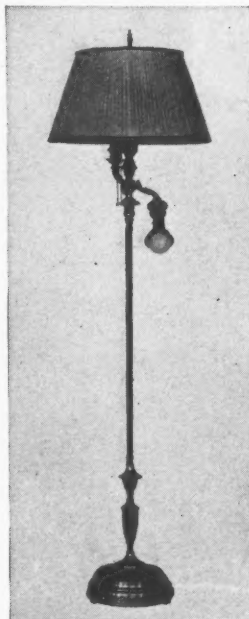
Westinghouse Ultra Violet Floor Lamps

Westinghouse Electric & Mfg. Co.,
Mansfield, O.

Models: Torchers, floor and bridge lamps equipped with G-1 ultra violet lamp for use in living rooms.

Description: Floor lamps in 4 styles: Corinthian style has G-1 lamp mounted in swivel candle with suitable reflector. Colonial, Georgian and Modernistic styles furnished in 3 types; with indirect reflector inside shade, Junior model without indirect reflector, and bridge model; Torchers lamps in two models: G-1 ultra violet glow lamp connected in series with 200 watt illumination lamp which acts as ballast resistance, both lamps burn together; or G-1 lamp operated separately from illumination lamp by a reactance; modernistic and colonial.

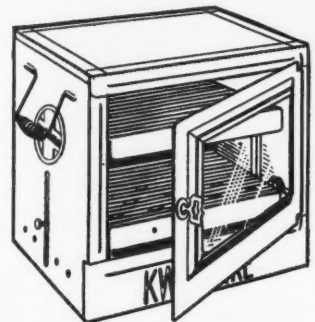
Prices: Torchers, from \$22.35 to \$29.90; floor lamps with indirect reflector, reactor and G-1 lamp from \$25.90 to \$29.90; Junior models, without indirect reflector, from \$24.50 to \$28; Bridge lamps, with reactor and G-1 lamp, from \$23.90 to \$27.—*Electrical Merchandising*, March, 1933.



Peerless Ventilator

The Peerless Electric Co., Warren, O.
Device: Redesigned "Standard" wall ventilator.

Description: Positive louver action designed to prevent back pressure or vibration; louver operated by same lever arm which operates fan motor; Peerless induction motor; no radio interference; polished aluminum inside grill; modern design.—*Electrical Merchandising*, March, 1933.



Kwik-Bake Oven

The Griswold Mfg. Co., Erie, Pa.

Description: 2—330 watt unit, 9½ in. square; oven heat controlled by top unit which is adjustable from outside —may be raised or lowered by adjusting knobs on outside of oven; swing glass door makes food visible; preheating not necessary; operates from convenience outlet; a.c. or d.c. 13 in. wide, 10½ in. deep, 11½ in. high.—*Electrical Merchandising*, March, 1933.



Reco DMO Flasher

Reynolds Electric Co.,

2650 W. Congress St., Chicago Ill.

Device: Mercury flasher suitable for variety of signs.

Description: Available with 1 or 2 circuits to flash on or off, alternate sides, or 2 colors with overlapping; in 2 capacities: 1,000 and 2,000 watts per circuit; equipped with 1 or 2 mercury tubes; shaded pole disc type motor; adjustable for 18 to 30 r.p.m. and 30 to 60 r.p.m.; can be installed indoors, outside, or in sign; a.c., 110-220 volts; 50 or 60 cycles.

Prices: Single circuit, 1,000 watts, \$16; double circuit, 2,000 watts, \$19.—*Electrical Merchandising*, March, 1933.

Electrical Merchandising, March, 1933



Telechron



GROVER A. PETERSON, of Noble & Peterson

Alert dealer adapts tactics to times!

NOBLE & PETERSON, Chicago, were pioneer Telechron dealers in that territory—sold 10,000 clocks in five years on a basis of "Accurate time, no winding, no oiling." Recently, they've had to change their sales-talk to meet cheap competition.

"Now," says Grover A. Peterson, whose picture appears above, "we assume accuracy, explain higher price in terms of better service. Tiny clock motors whirl at high speed. High speed quickly shows up shoddy construction of cheap clocks. Repair service is hard to get. Finer workmanship makes higher-priced models trouble-free. It pays to buy the best."

By promoting well-made, well-known, profitably priced Telechron Clocks along these lines, Noble & Peterson sold 1800 units last year! Other electrical dealers can duplicate their success.

Announces a novel, money-making model—"Minitmaster"

TELECHRON developed the self-starting clock motor. Telechron first introduced synchronous electric time. And now Telechron goes ahead again—with a model as modern as the time it tells—as simple and easy to read as an automobile speedometer.

It's called "Minitmaster." Unlike conventional clocks, it has the kind of face that can't be confused. A sweep-second disc registers from one to sixty. At every revolution, a new numeral clicks down on the minute dial. 8.20 is exactly 8.20. You can't confuse it with 8.19 or 8.21 or twenty minutes of four!

"Minitmaster's" case is as new as its face—of gleaming black composition with gold finish trim—lighted from inside by a tiny lamp. It was designed for a busy, high-speed age. It will sell—because of its novelty—because of its accuracy and convenience. Its



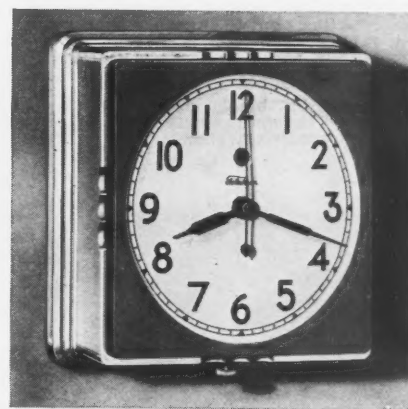
retail price of \$9.95 allows you a very generous profit.

Other Telechron Clocks are priced to retail from \$3.95 to \$25. You really ought to know about them! The coupon below is the easiest way.

WARREN TELECHRON COMPANY
ASHLAND MASSACHUSETTS



No. 3F51—New and unique. Moulded black case with gold-plated feet and trim. 4 3/8" high. Retail price, \$3.95.



No. 2F01—New wall model for kitchen or bath. Chrome case, with moulded bezel in colors. 5 1/4" across. Retail price, \$4.75.

WARREN TELECHRON COMPANY
13 Main Street, Ashland, Mass.

Please tell me what Telechron can do for me.

Name _____

Address _____

Telechron

Reg. U. S. Pat. Off. by Warren Telechron Co.

Review of NEW Products

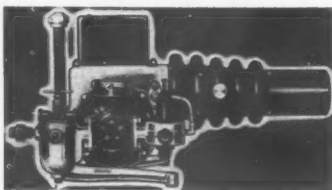


Leonard Water Coolers

Leonard Refrigerator Co., Detroit, Mich.
Models: 2 bubbler top pressure type; 2 bottle type; 4 pressure type coolers.

Special Features: Cooling unit in all models equipped with sleeve-type direct cooling (no water bath); condensing units mounted on rubber and springs to reduce vibration; thoroughly insulated cold water lines; adjustable thermostat temperature control. Bubbler type models equipped with auxiliary outlet which may be fitted with glass filler; 3 models equipped with refrigerated fully lined porcelain storage compartment designed to maintain temperatures consistently under 50 degrees.

Finish: Flemish golden bronze; interior, black panel finish.—*Electrical Merchandising*, March, 1933.



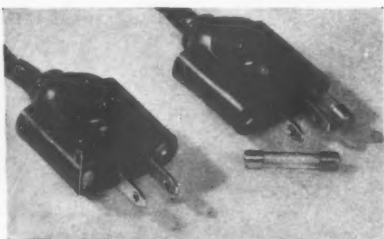
Century Oil Burner

The Century Engineering Corp., Cedar Rapids, Iowa.

Model: 1 DS, Century Supreme.

Description: Capacity, 1 to 6 gal. per hr.; pressure atomizing, constant ignition type; Silencer Manifold using same principle as Maximum Silencer, eliminates sound of combustion and ignition; entire burner mounted on rubber bearing or sleeve in clamp of burner leg; Cuno filter cartridge to clean strainer by turning external handle.

Finish: Blue, black, green or red enamel with chromium plating.—*Electrical Merchandising*, March, 1933.

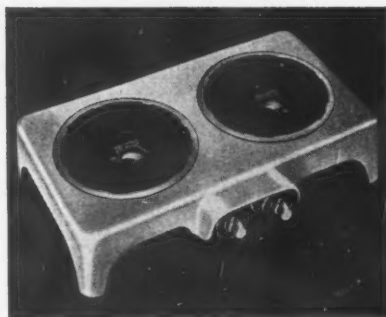


Fused Plug

Lee Skipworth & Co., 369 Lexington Ave., N. Y. C.
Description: Fused attachment plug, especially adapted for appliances of high wattage; Bakelite case.
Price: 25c. including 2 fuses; refill fuses, 4 for 10c.—*Electrical Merchandising*, March, 1933.

Chromalox Hotplates

Edwin L. Wiegand Co., 7500 Thomas Blvd., Pittsburgh, Pa.
Device: Two-burner hotplates.
Description: Equipped with Chromalox Super-Speed units; 1,000, 1,200 or 1,500 watts each unit; 3-heats; 120 or 240 volts; 2-in-1 "burners" provide small inside unit for quick cooking with small utensils; both units operate on "high," inside unit operates on "medium" only; height, 5 in.; 14 in. wide, 21 in. long; white enamel.
Prices: TB-2000, \$30.00; TB-2400, \$32.50; TB-3000, \$35.—*Electrical Merchandising*, March, 1933.



One Minute Washers

One Minute Washer Co., Newton, Iowa.

Models: No. 140, 150, 160, 170, 180.

Special Features: Model 140, improved end release wringer; Westinghouse motor; bottom aluminum agitator; outside control;

Model 150, (illustrated) instantaneous end release wringer; 2½ in. balloon rolls; fully enclosed gear case; fast washing bottom agitator; full capacity tub; outside control.

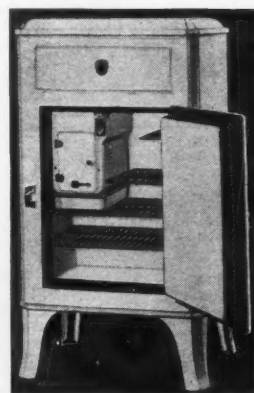
Model 180, improved porcelain enamel wringer, 2½ in. balloon rolls; Standard One Minute enclosed gear assembly; large capacity porcelain enamel tub; fast washing large aluminum bottom agitator; convenient auto control.

Price: No. 140, \$39.95; No. 150, \$49.95; No. 160, \$59.95; No. 170, \$69.95; No. 180, \$79.95. Western prices slightly higher.—*Electrical Merchandising*, March, 1933.



Show Window Units

The Wadsworth Elect. Mfg. Co., Covington, Kentucky
Device: Adjustable units for show window lighting.
Description: Swedish iron housing; furnished with or without individual self-aligning louvers and color screens.—*Electrical Merchandising*, March, 1933.



Majestic Refrigerators

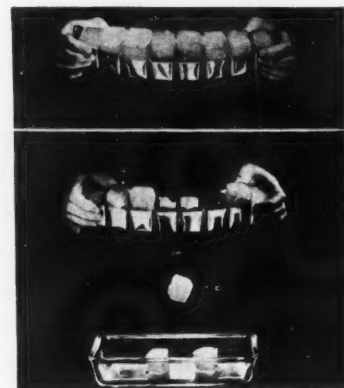
Grigsby-Grunow Co., 508 Dickens Ave., Chicago, Ill.

Models: 6—Century 450, DeLuxe 500, 700, 900, 1200, 1400.

Capacities: 10.7; 9.68; 13.05; 16.4; 18.8; 23.25 sq.ft.

Special Features: De Luxe models equipped with "Electro-sealed" motor and compressor; "Stay-Kold" defroster; "Auto-Reset Protector" guards against possibility of discontinued refrigeration due to temporarily reduced voltage on lines; Isolator wall construction.

Finish: Interior, all models, porcelain; "Elasto" exterior, models 450, De Luxe 500, 700, 900; Models De Luxe 1200 and 1400 porcelain exterior.—*Electrical Merchandising*, March, 1933.



McCord Ice Trays

McCord Radiator & Mfg. Co., Detroit, Mich.

Device: Flexible metal ice cube tray.
Description: Tempered stainless steel construction; single row sections, 2 or 3 sections required to replace one ordinary type tray. Simple flexing of tray separates cubes and ice is freed and ejected by means of wedging action exerted by tapered sides of tray; 1 cube or entire contents may be removed.

Price: 50c. each section.—*Electrical Merchandising*, March, 1933.

GE Hotpoint Sandwich Grill

General Electric Co., Merchandise Dept., Bridgeport, Conn.

Description: Heating unit under each removable, aluminum grid; each grid 7 in. x 10 in.; total consumption 800 watts; expansion hinge; grill may be opened out flat for broiling; lower grid provided with grease drain; interchangeable waffle grids \$2.50 additional.

Price: \$9.95.—*Electrical Merchandising*, March, 1933.

Electrical Merchandising, March, 1933